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# THE Buick BULLETIN

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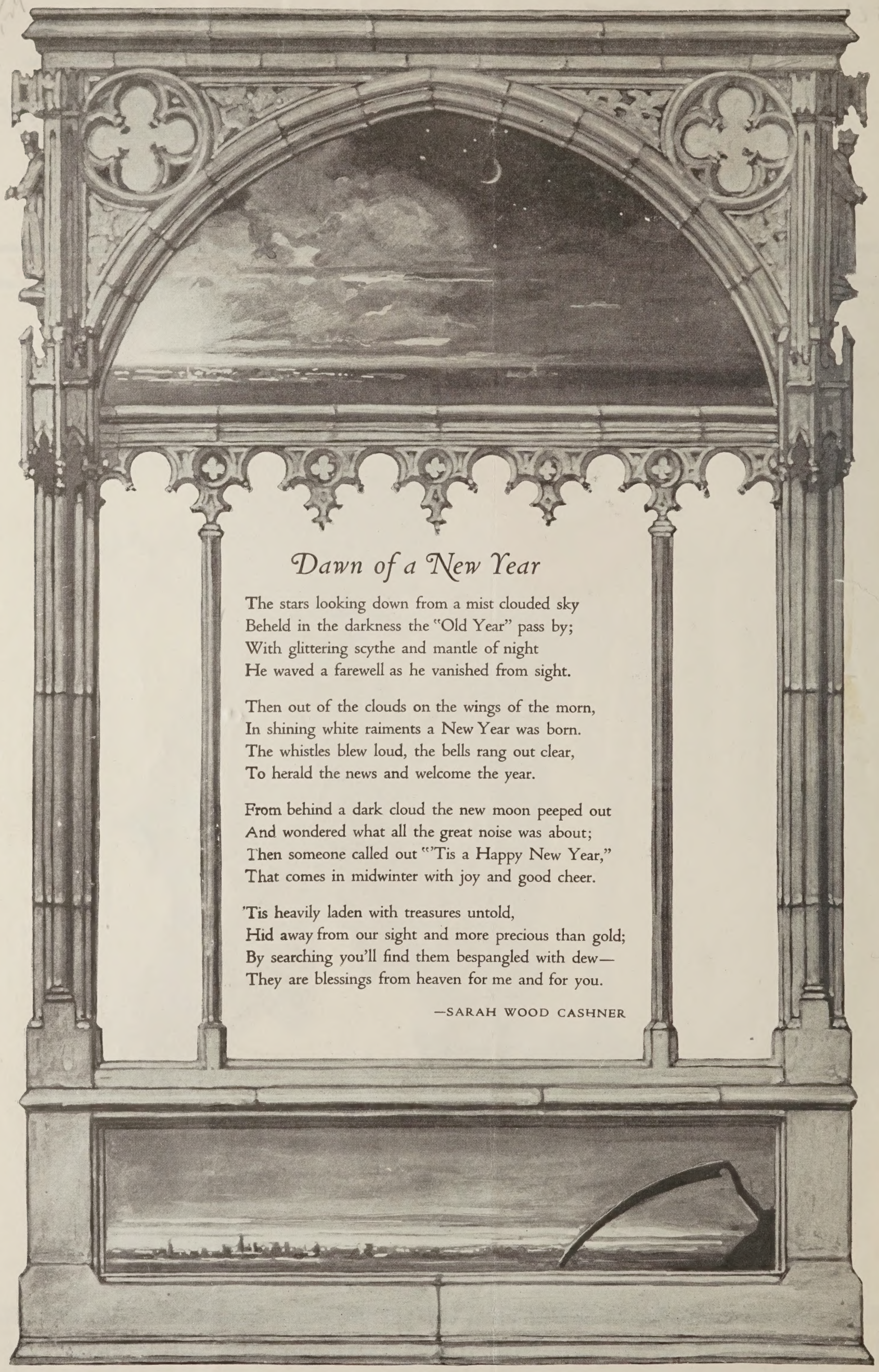
JANUARY 1922 FIVE CENTS A COPY

It's not what you pay but what you get for what you pay

—Current Comment, Page Five



## *Dawn of a New Year*

The stars looking down from a mist clouded sky
Beheld in the darkness the "Old Year" pass by;
With glittering scythe and mantle of night
He waved a farewell as he vanished from sight.

Then out of the clouds on the wings of the morn,
In shining white raiments a New Year was born.
The whistles blew loud, the bells rang out clear,
To herald the news and welcome the year.

From behind a dark cloud the new moon peeped out
And wondered what all the great noise was about;
Then someone called out "'Tis a Happy New Year,"
That comes in midwinter with joy and good cheer.

'Tis heavily laden with treasures untold,
Hid away from our sight and more precious than gold;
By searching you'll find them bespangled with dew—
They are blessings from heaven for me and for you.

—SARAH WOOD CASHNER

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# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

E. T. Strong, *Managing Editor*

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## The Reason Why

*by* Ruby M. Ayres

THE engagement between Farmer Lush and Widow Hollis had been expected for so long that nobody was surprised when he appeared in the markets of Little Helpton one morning with a gigantic carnation in his buttonhole.

The carnation was a prize bloom from the garden of Mrs. Hollis, and as she had never before been known to give one away, it was considered proof that she had also decided to give herself into the keeping of Farmer Lush.

The proposal had been brief, and to the point.

"If you'll make me a good wife, Elizabeth," Lush said solemnly, "I'll make you a good husband."

And Mrs. Hollis had said "Yes." She had known for weeks past that Lush was going to propose, but, somehow, she found herself comparing his commonplace wooing with that romantic night twenty years ago, when George Hollis had whispered that she was the prettiest lass in the village.

And Joseph Lush, sincerely as he admired the widow Hollis, thought that she might have blushed, or started in surprise, as his departed Ruth had done twenty years before.

"But there'll never be another woman like my Ruth," he thought sorrowfully. But he cheered up on his way from the parlor to the gate, and halfway down the garden path he asked boldly for one of the widow's choice carnations, and stood with a smile on his face while she pinned the outward and visible sign of her conquest on his broad chest.

Then he shook hands with his prospective bride, and walked slowly off down the road, thinking of another parting twenty years ago, with the girl Ruth. How loth he had been to leave her, how many times he had looked wistfully back. How she had called to him and—

"Mr. Lush! Mr. Lush!" called a voice.

Mrs. Hollis was outside the garden gate beckoning to him. He walked slowly back to her.

"Yes, Elizabeth," he said, "what is it?"

"Just *look* at your coat," she said severely, sentiment far from her tone. "All over whitewash where you've been leaning against the garden wall. You can't go to market like that. I do like to see a man neat and tidy."

She turned him around with business-like hands, and brushed his coat vigorously.

"There," she said, "that's better."

"Thank you, Elizabeth," said Joseph Lush. "I suppose you wouldn't care for me to come round after supper and smoke a pipe in the parlor?" he suggested with diffidence.

Mrs. Hollis did not answer for a moment.

"Yes," she said finally. "Come along at eight o'clock, Mr. Lush."

"Don't you think you could manage to use my Christian name now that we're—"

He paused. "Engaged" had been on the tip of his tongue, but, in the memory of that other day when he had become engaged to a girl in a pink frock, the word seemed somehow strangely inappropriate.

"—Now we're going to be married," he added slowly.

"I'll try—Joe," said Mrs. Hollis.

Lush started. Nobody had ever called him "Joe" except the woman who lay in the churchyard; amongst his friends he was always "Joseph" or "Farmer Lush."

"Thank you," he said at last, and, turning, walked off down the road.

Mrs. Hollis went slowly back to the house. At the carnation bed she stopped and looked down at the blossoms. George Hollis had first planted that bed for her; every Sunday, when the flowers were in bloom, she had pinned one on his coat before they went to church.

He stood with a smile on his face while she pinned the outward and visible sign of her conquest on his broad chest

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She had never given one of the blooms to anybody since he died—till today, and she felt almost guilty.

"I hope he won't let it die," she said to herself. "I hope he'll put it in water."

But when, at eight o'clock, Joseph Lush presented himself at Ivy Cottage, the carnation hung faded against his coat.

Mrs. Hollis' heart gave a little throb of pain. Hollis had never worn a flower in his coat all day—just an hour or two, and then he had put it in a glass of water.

Lush apologized for having a hat to hang up, and modestly chose the peg on the darkest side of the hat-rail.

"That's the same peg where George always hung his," said Mrs. Hollis reminiscently. Lush said nothing, but he quietly moved his hat to the next peg before he followed his future bride into the parlor. Only that evening he had been wondering what it would be like to see Elizabeth's dresses hanging in the cupboard where a certain pink frock had once hung.

He crossed the parlor and deposited his large frame in the most substantial looking chair the room boasted—an oaken, high-backed chair by the window.

"Won't you be more comfortable over here?" Mrs. Hollis said hastily, drawing forward a small, cushioned chair. "There's a draft by the window."

"I'm very comfortable," replied Joseph Lush. He pulled out his pipe and tobacco.

"If I may?" he said apologetically.

"Please do," murmured the widow.

She took up her knitting, and began "turning a heel" with feverish fingers, thinking all the while of the man who was calmly occupying the chair where the lover of her youth had once sat, a man who was smoking tobacco of the strongest description.

"George never smoked," said Mrs. Hollis suddenly.

Lush took his pipe from his mouth and stared at her with a frown.

"I asked if I might," he said slowly.

"Oh, I don't mind—I don't indeed," she protested nervously: "Please smoke, Joe!" she added his name with soft kindliness.

"Joe!" another voice out of the past seemed to echo that name through the silence of the room—seemed to echo it with sad reproach.

"Perhaps," Lush cleared his throat nervously, "—perhaps as we're neither of us young, Elizabeth, it would be better for you to call me 'Joseph.' The—the other name's all right for a youngster, but—! It's just as if I called you 'Betsy' . . . and you wouldn't like that, now, would you?"

"I—I think Elizabeth sounds better," she added after a pause, during which she remembered that George Hollis had called her "Betsy" in their courting days, but that for the past four years she had always been "Elizabeth" to her intimates and "Mrs. Hollis" to her acquaintances.

There was silence in the parlor for some moments.

Farmer Lush sat staring before him moodily. His pipe had gone out, and he looked at it, sighed, and shook his head. He was a bit of a philosopher in his way, and, mentally, he compared the dead tobacco with the youth he had left behind him. He looked at Mrs. Hollis. She was staring at him—at the dead flower in his coat.

Farmer Lush rose suddenly to his feet.

"I think I'll be going, Elizabeth," he said awkwardly.

Mrs. Hollis rose, too.

"It's late," she said, glancing at the clock, which pointed to half-past eight.

She followed Farmer Lush to the door. It was an awkward moment. He took his hat from the peg next to the one where the departed George had always hung his.

"We've nothing to wait for, Elizabeth," he said, goaded into speech. "How—how soon will you come up to the farm?"

Mrs. Hollis gave a little gasp, and for a moment everything seemed to swim before her. Then, with a sudden determination:

"I don't think, Joseph, that I'll *ever* come, I like you very much—but things can't ever be the same as they were when George was alive—I should always be thinking of him and I dare say you'd be thinking of your Ruth in the same way."

Farmer Lush said nothing. He hardly knew whether he was relieved or disappointed—the only clear point in his mind was that her dresses would never hang in the cupboard where the pink frock had once hung.

"If you like to think it over, and let me know—" he stammered.

Mrs. Hollis shook her head. She raised her eyes from the drooping carnation to the empty peg at the end of the hat-rail.

She forgot all the times she and Hollis had quarreled—she forgot that sometimes even he had been rude and neglectful, and she remembered the man only as he had been in their courting days.

"Well, I think I'll be getting along," Farmer Lush said at length.

Mrs. Hollis opened the front door.

"Good-night, Joseph." She held a kindly hand to him.

The farmer took it in his big grasp.

"You're the best woman in the world—next to Ruth," he said.

Mrs. Hollis smiled.

"And if it hadn't been for George," she said graciously, "I'd sooner have married you than any man—"

Farmer Lush loosed her hand, and stepped out into the garden.

"Good-night," he said awkwardly, and walked away.

Mrs. Hollis went back to the parlor and opened the window.

"It'll take a week to get the smell of smoke out," she said, as she took up her work. "But he's a fine looking man," she added, "and if I wasn't sure George would never have married again if I'd left him, I'd—" She did not finish the sentence, but she went over to the open window, and looked down the road.

And Farmer Lush, round the bend in the road, was standing in the moonlight with a dead carnation in his hand.

"I never could bear a buttonhole. It was kind of her to give it to me," he ruminated, "seeing what store she sets on 'em—and—if it hadn't been for Ruth—"

* * *

It was the following week that Farmer Lush fell asleep in the train on his way home from the city, to awaken with a start as the train jolted over the level crossing. It was a thing he had never done before in his life. However, he did not raise his head from the comfortable cushion, and he was contemplating a further forty winks, when he heard his own name mentioned.

The men were back of him, and in his crouched position they couldn't see him. Farmer Lush recognized the voice as belonging to a neighbor he excessively disliked, so he kept his hidden position and listened.

"Get along!" the voice was saying. "Mrs. Hollis ain't thinking of marrying Lush, and don't you believe it! She thought too much of George Hollis, for all that he weren't above smiling at the girls when she weren't looking! It's wonderful how blind women can be. Why, I've seen Hollis, with my own eyes, talkin' to Farmer Lush's missus for a hour or more—I've seen him give her bunches of them blessed carnations his widow makes such a set-to about. A bit of humbug, that's what Hollis was, and he had many a smile to think how he hoodwinked her! But she don't mean to marry Lush, you mark my word."

Farmer Lush sat very still. So George Hollis had given Ruth carnations, had he? The farmer frowned as he glared at the floor. A half determination to get up and inform the speaker of his presence seized him, but on second thoughts, he changed his mind, for another voice was speaking now—a voice strange to the farmer.

"Yes, it's wonderful how blind folks are, sometimes—not but that the women are the same in their artfulness. Why, Ruth Lush only married her man for the money he could give her. My home was in the same village as hers when we was both young, and all the folks down there knew of a young chap that she was set on, who went off to sea, and forgot her. She always said she'd never care about another man, and she only took Lush for his money. Hullo! Here we are!"

The train stopped with a great deal of fuss and groaning. The men jumped up and hurried to the door, without seeing Lush. The farmer followed slowly, with a sudden sense of loneliness.

Memories may be poor comfort, but when you take them from a man who has lost all else the world seems a dreary place.

* * *

The week following the breaking of her short engagement was a trying one to the Widow Hollis. An early frost (*Continued on page 12*)

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

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**It's not what you pay, but what you get for what you pay.**

THERE is only one safe way of making a bargain when turning in a used motor car toward the purchase of a new car. And that is to be absolutely certain that you pay a fair price for the new car and not be misled by a fictitious allowance on the old one.

If you are offered more for your old car than you know in your own mind it is actually worth, just ask yourself who will pay for the extra allowance.

You cannot get something for nothing. Such a deal in connection with a motor car is just as impossible as it is with any other standard, legitimate product.

Every used car has a real value. Although the value might vary slightly according to different appraisals, it nevertheless has a definite value easily ascertained.

When allowances vary widely, it is well to investigate.

* * *

IT is not what you are allowed on your old car, but what you pay for the new one and the transportation value received that you should consider.

If on two cars of practically the same selling price you are offered a great deal more for your used car in exchange for one than for the other, you may be sure that the two new cars are not of the same value. On close study you will no doubt find that one of the two carries a highly inflated selling price, permitting a fictitious allowance on your used car.

**Ask yourself this Question: What car would you purchase if you were paying all cash?**

**What might seem like a bargain on first thought, often turns out to the purchaser's loss when an allowance is made above the used car's market value.**

And loss can be avoided in turning in an old car just as it can be avoided in buying a new car outright. The only thing to do is first to be positive that you are getting full value in the new car at the manufacturer's list price.

Make sure that the quality the price promises is there. Study the car from every angle and compare it, point by point, with other cars similarly priced.

It's wise to do some studying and figuring yourself. Your investigation will disclose whether or not you are getting value in your new car and a fair allowance for your used car at the same time.

* * *

THE used car market, like other markets, has seen many changes in the past four or five years. During the war and immediately after its close the value of used cars was greatly enhanced—not because there was anything of greater value in the car, but because the production of new cars was far below the demand for personal transportation.

The shortage of cars made it easy to sell old cars at good prices.

Demand for a time maintained the prices of new cars and with them the prices of old cars.

As new cars became available, the demand for used cars decreased and there developed a tendency on the part of some to induce owners to trade in their old cars by offering them allowances that were really deceptive.

* * *

THE Buick Motor Company has never believed in any sales policy that might encourage the giving of fictitious values for used cars.

The prices of our various models have always been such that they were perfectly fair to either the cash buyer or the trade-in buyer.

The great volume of our business has been maintained and increased year after year by building quality and value into our product, not one or two years out of many, but year after year.

We have always tried to build the best car we could and our prices have been based solely on what it cost us to build them.

Prices have moved up and down with costs. Quality has never been sacrificed in order to maintain a certain price.

This is the policy that has won for us the honor of having first choice of the display space at the national automobile shows for the last several years.

We are building Buick cars today better than we ever built them before. They are powerful, enduring, and economical in operation. They are standard values in uninterrupted transportation and have been for nearly twenty years.

We have built into Buick cars what might otherwise be attractively held before the owner as a special inducement on his used car.

We believe the purchaser of any one of the Buick models is more interested in what he gets and the actual value received in his new car than he is in any fictitious allowance for his old car.

* * *

SUCH is the position of the Buick Motor Company in regard to used cars. It is a policy that has been established definitely in the minds of those who have come in close contact with our organization.

The Buick reputation for sound motor car values is as wide as the distribution of Buick cars. It has been built up through a decade of good manufacturing, of building quality cars and pricing them accordingly.

We are still going ahead, building for the future, just as we have in other years.

And holding the name Buick has won in such high regard, you may be sure that we will not consider anything that might lead to a temporary gain, yet result in the injury of Buick reputation next year or the years following.

Regardless of whether you pay all cash for your new Buick or trade in your used car toward the purchase of it, you will find that you are getting full value. The Buick manufacturing and selling policy guarantees a value that can be matched only by another Valve-in-Head Buick.

# MEN YOU SHOULD KNOW ABOUT

## WILLIAM BEACRAFT, *dean of Valve-in-Head motor builders*

WILLIAM BEACRAFT is the dean of Valve-in-Head motor builders. Not only did he help build the early Buick motors, but he has been building them ever since, working on the same principles of design and adding those features year after year that proved from exhaustive experimenting and research to be correct.

When Mr. Beacraft first clamped the vise to his bench and took charge of the Buick motor assembly, there were but 25 men in the shop. Today in the great plant which he directs, where Buick Valve-in-Head motors are manufactured exclusively, there are employed over 2000 men and the average length of service of each man is 12 years.

The increase from 25 to over 2000 men in the motor plant tells the story of Buick growth. The remarkable length of service of so many men with Buick tells the story of precision and efficiency, which come from long association with definite methods and which insure the maintenance of standards of practice and workmanship. And both tell the story behind Buick performance and durability, which thousands of motorists know through personal experience and regard for Valve-in-Head and Buick.

But comparatively few know of the real facts in connection with Buick Valve-in-Head development and the part Mr. Beacraft has played in making it possible.

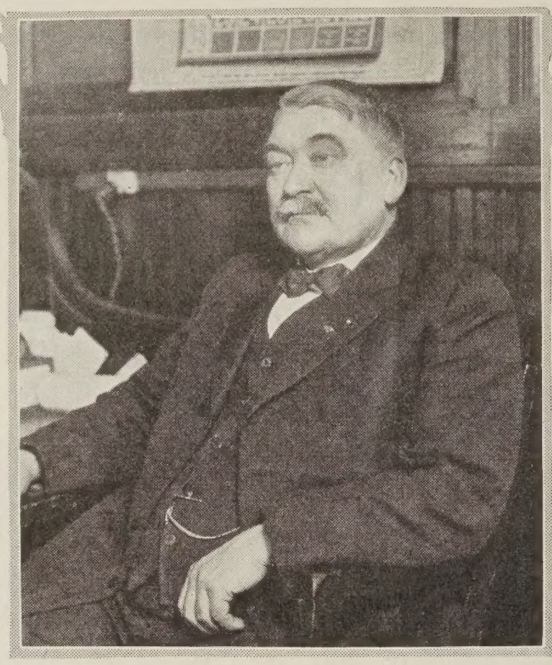
On various occasions we have told of the work done by Buick designers. To them alone belongs the credit of having conceived the famous motor. Buick engineers are still devoting their time and their genius to the perfecting of the motor, always studying, directing, improving, yet adhering to the original principles of design.

But ever in the background has been Mr. Beacraft, putting into actual practice the plans evolved by the engineers.

As any manufacturer, or architect, knows, it is one thing to plan and quite another to produce economically and efficiently what has been designed. There must be a complete understanding by the engineer and the producer of the problems of each and the forces of both must be properly co-ordinated to the point where the greatest possibilities may be made available to Buick owners.

Through the untiring efforts of Mr. Beacraft and the experience he has gained in many years of painstaking production, co-operation with engineers in the Buick motor plant has been reduced to a highly practical nature.

From the early beginning, Mr. Beacraft has been influential in building better Buick cars. It has been his pleasure to be connected with the development of the motor, the heart and soul of the automobile, and he has given to it the best of his time and thought. Before joining the Buick organization nearly twenty years ago, Mr. Beacraft had experimented and worked on stationary marine motors. He was thoroughly familiar with the various types and was acquainted with the possibilities of the Valve-in-Head principle.



Mr. William Beacraft, dean of Valve-in-Head motor builders, who is still directing the manufacture of Buick motors

Buick

In the Buick plant devoted exclusively to the manufacture of Buick Valve-in-Head motors there are today over 2000 men employed with an average of 12 years' service each

And as the Buick Motor Company was the pioneer manufacturer of the Valve-in-Head motor, Mr. Beacraft grasped the opportunity to work with Buick in producing his favorite type of motor.

He came to take charge of the assembly of the motor. As thorough then in all things as he is today, his first step was to make himself acquainted with every detail of the motor. And so he tore down one of the engines, inspected it carefully, and then assembled it.

While, as he says, he came to take charge of the assembly department, he really did all the work himself. Not only did he put all the motors together in those early days, but he also timed them. And timing a motor then was not the simple thing it is today. The cams and camshaft were not one piece and each cam had to be adjusted separately.

Mr. Beacraft worked alone mainly because it was almost impossible to find skilled men capable of assuming the many responsibilities. Experienced mechanics were scarce and instead of waiting for the right man to come around seeking employment as has been done in recent years, it was necessary to search for him. Many of the men now holding important positions in the Buick organization came to Flint because of the far-reaching influence of Mr. Beacraft. And at that time Flint was a town with fewer residents than there are men now employed in the entire Buick factory.

And tools were none too plentiful. For many months Mr. Beacraft's set of tools, which he brought with him, were the common property of the other workmen. When a man needed a certain drill he would borrow it from "Bill," for then there were no tool cribs scattered throughout the plant, stocked with the completest line of efficient tools available. And there were few special machines, built to make single operations simple and precise—machines one sees at every turn today.

But among the men already here and those who joined Mr. Beacraft in casting their lot with Buick, the spirit for which Buick is now so well known began to grow.

There was no difference in days for the pioneer builder of Valve-in-Head motors. He was at the plant day and night, using his bench for the few hours of sleep he snatched.

Orders were coming in and the problems of production were many and varied. The famous old double-opposed motor

Here are some of the men who built the first Buick motor car, grouped at the front of the first factory occupied by Buick in Flint

This shows the Buick motor assembly line in the early days. Mr. Beacraft can be seen in the right center, working on one of the famous two-cylinder motors

This interesting view of the fourth Buick car built shows Mr. and Mrs. Beacraft, with their son and daughter, about to enjoy a spin into the country

In this group picture of foremen and executives of the motor plant, taken in 1912, Mr. Beacraft is fifth from the right

had its peculiarities and the construction of each was a job in itself.

The motors had to be made right and delivered on time. And to this task, Mr. Beacraft devoted himself.

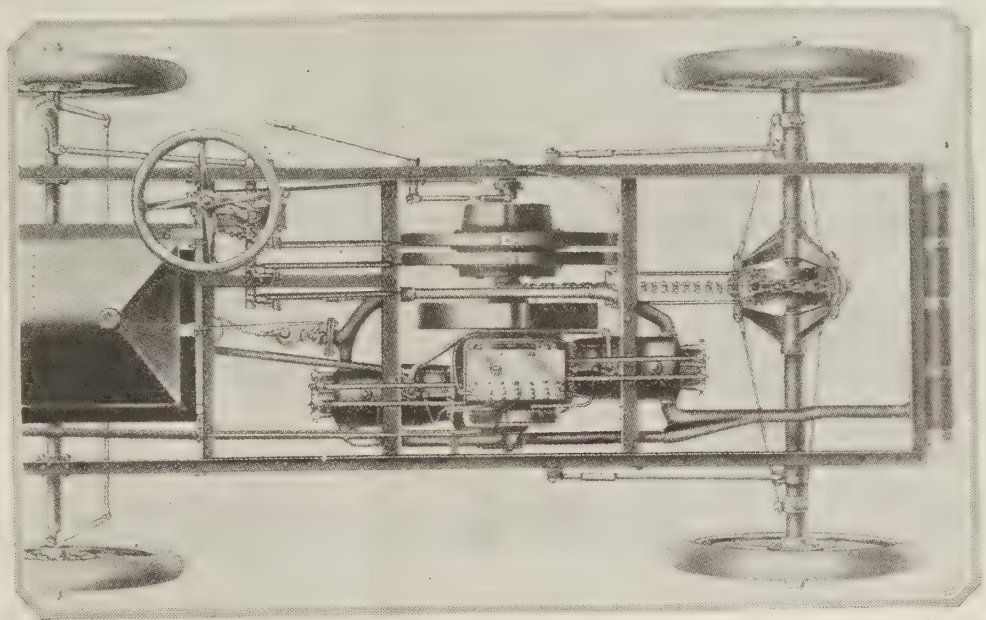
"It is not so difficult to get a motor into production," he said the other day. "It is just a matter of hard work; over-time work, perhaps, but nevertheless, work.

"Getting the quality you want in your motor is the big and often the difficult thing. We decided that nothing should stand in our way, nothing should prevent us from producing the quality of motor we had set our minds on.

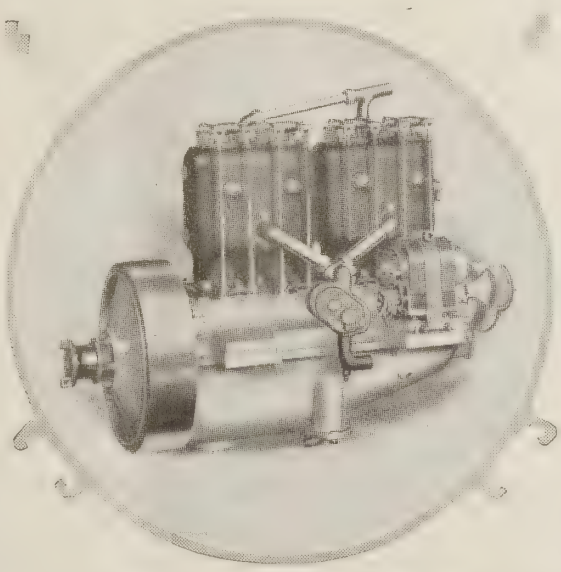
"And we worked to that end. Yes, we worked hard, studied and labored, physically and mentally. We had not only our own demands to satisfy, but those of the whole organization as well.

"But we were after quality. Production could come next. And from that day to this, I am mighty proud to say that quality of workmanship and material has never been sidetracked in the Buick motor plant to gain production. We have been sticking to the same ideals of manufacture just as closely as we have to the same principles of design.

"We had many things to help and to hinder us in the early days. Perhaps one thing that made our problems a little easier, a thing we might not have fully appreciated at the time, was the good grade of gasoline we had. The gasoline of today is more like kerosene than it is like the gasoline of the old days.



One of the early two-cylinder, double-opposed motors on which Mr. Beacraft worked



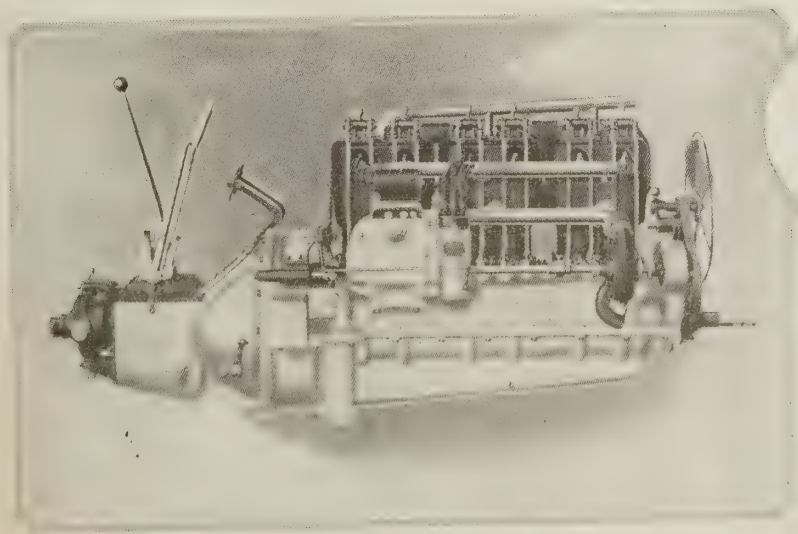
Later came this powerful four-cylinder motor, built in accordance with the same Valve-in-Head principles of design

"As gasoline has deteriorated, we have of course improved our carburetion system. On our Twenty Two models, with the wonderful manifold, it is almost possible to use straight kerosene.

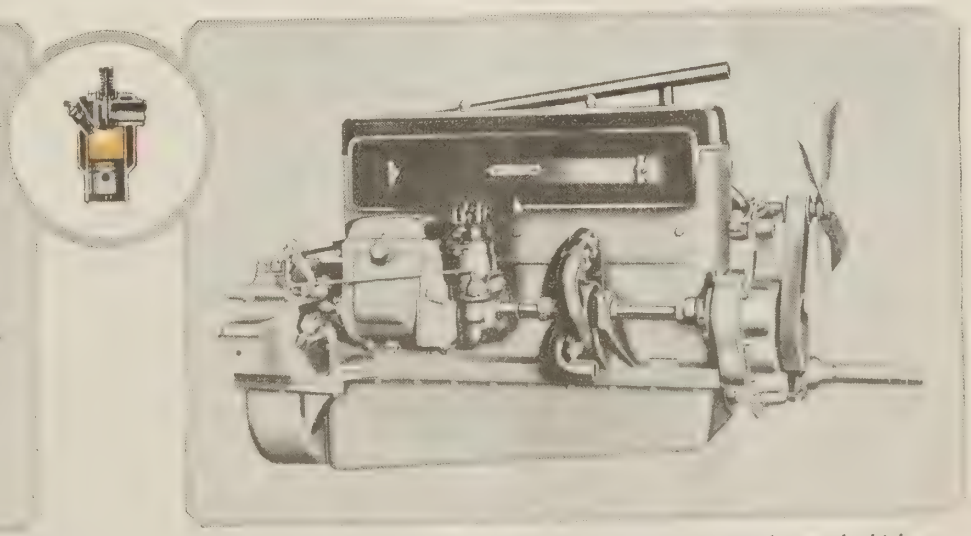
"But the main thing of interest in the Buick motor plant, to my mind, is the way we have maintained the quality of our product year after year, starting with the old motors, the double-opposed, the first four-cylinder upright motors, and later the six-cylinder motors. Every day proves to us that we were right in our judgment of the Buick Valve-in-Head type and in our determination to keep and improve quality of manufacture as our goal instead of increased production."

Mr. Beacraft has risen to the head of the Buick motor plant through his own ability to master problems and to help others in the solution of theirs; through his faith in a principle; through his knowledge of the fact that the quality of the Buick Valve-in-Head motor is paramount. And he has the interest of the Buick owner at heart because he knows that the final test of a motor comes at the hands of the owner.

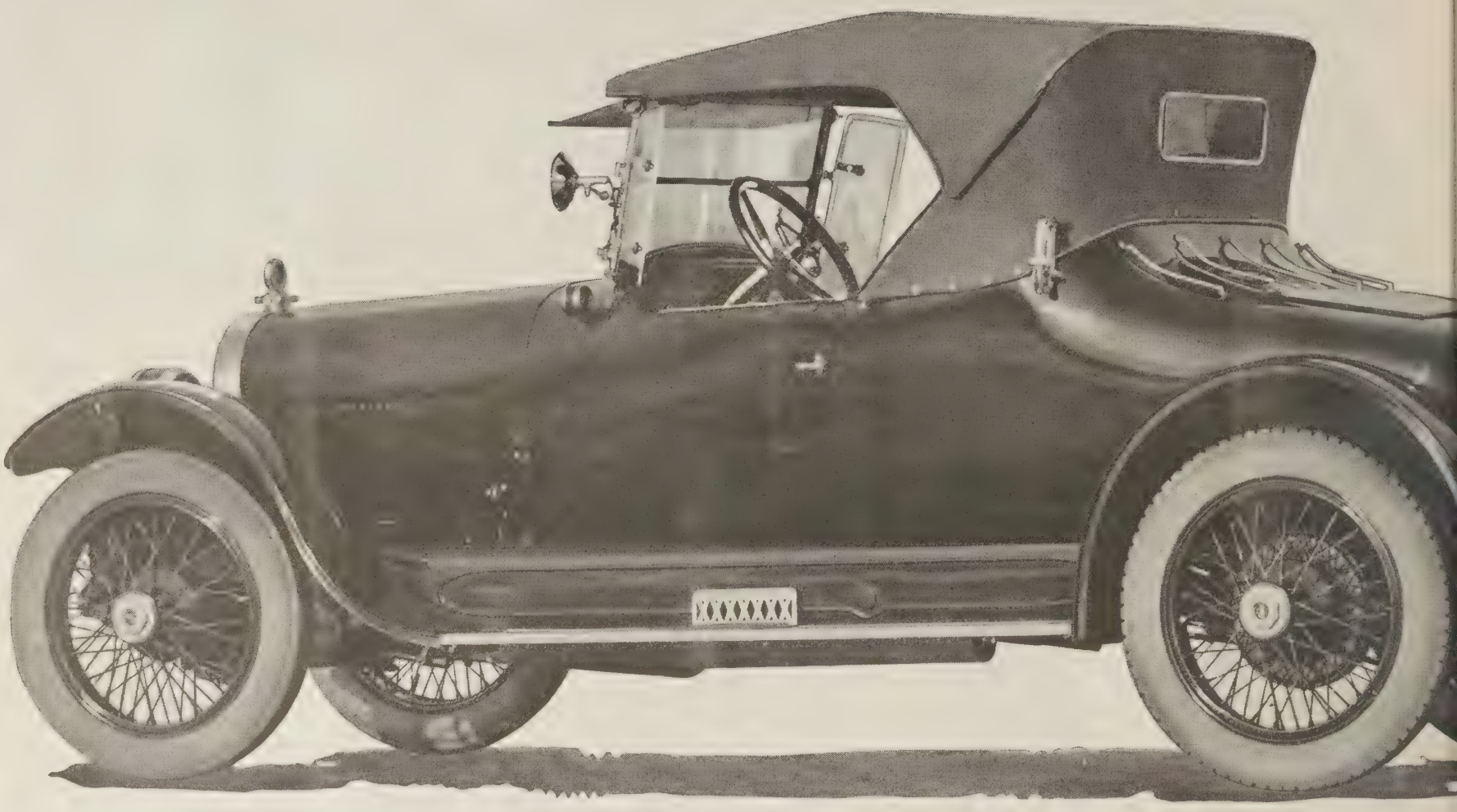
*This is the first of a series of personnel articles, telling of Buick and Buick men, their achievements and their continuity of effort in bringing about the improvements in design and manufacture. The next article will appear in the February issue.*



This is an early six-cylinder motor—one of the predecessors of the famous motors of today



And here is the power plant of the present six-cylinder Buick cars, the highest pinnacle in Valve-in-Head development



*The Buick Special Six-54 Roadster—$1785*

## Tailored top—maroon body—smartest equipment—ma Buick the season's most popular car

DASHING in appearance, the Buick Special Six-54 Roadster, exhibited for the first time at the New York Automobile Show, is fitted with every convenience found on the finest cars at home and abroad.

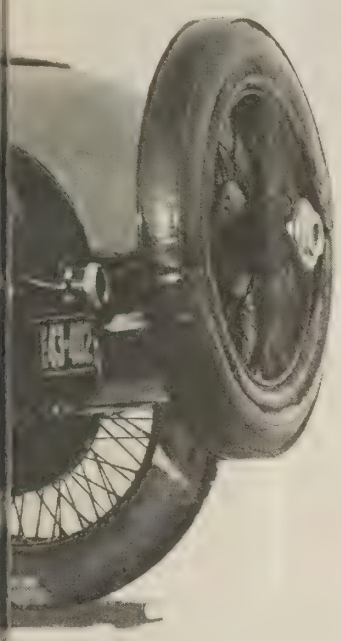
The Special Six-54 Roadster is built in response to a consistent demand from those familiar with the performance of the big Buick Roadster of previous years, a model cherished by each owner to the present day.

The Special Six-54 Roadster is now in production. Delivery date may be obtained upon request.

## Strikingly Beautiful and Mechanically Sound

LIKE other Buick cars, this new Special Six-54 Roadster has been designed and manufactured to meet specific motoring requirements. And like other Buick cars, its well-engineered chassis is the outcome of twenty years' experience and research of the most practical nature.

With the correctness of the Buick chassis design, there have been combined the conveniences and appointme the practice of good taste and discrimination. A r powerful roadster, pleasantly striking in appearance satisfying in performance, has resulted. In every de in comfort, in durability, in fleetness, in transpo it makes the most of this highly appreciated typ



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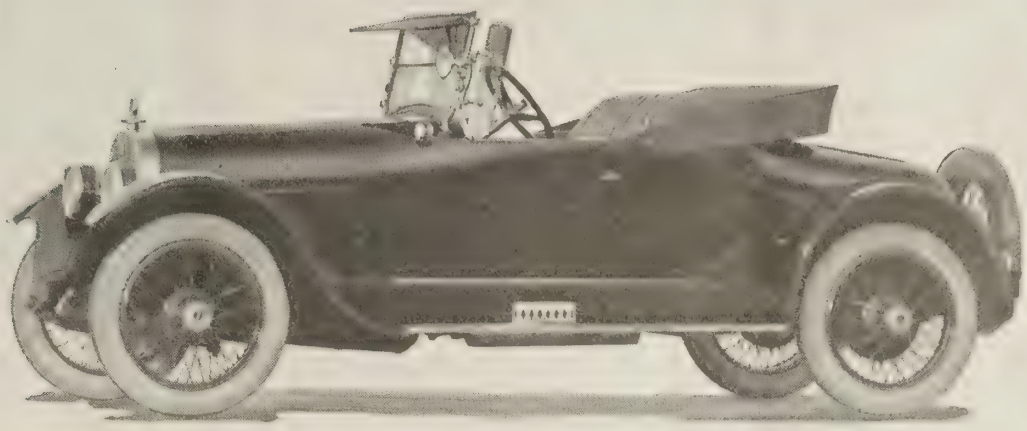


## Specifications—Special Six-54 Roadster

**In addition to the mechanical excellence of the Buick chassis, the Special Six-54 Roadster possesses the following standard equipment**

***Wheelbase***—124 inches.

***Tires***—32 x 4½ Cord.

***Wheels***—Wire wheels, Houk type, demountable at hub.

***Gear Ratio***—4⅓ to 1.

***Springs***—Soft, easy riding springs with snubbers, both front and rear.

***Lamps***—Special design drum type headlamps and cowl lamps.

***Spotlight***—All nickeled with switch mounted on instrument board.

***Nickeled Radiator.***

***DeLuxe Moto-meter*** with dumb-bell type radiator cap.

***Adjustable Sunshade*** attached to windshield post. Sunshade can be used when top is folded. Shade easily removed.

***Windshield Wings*** of beveled plate glass, readily adjustable. Windshield adjusting nuts on inside of post, very accessible.

***Ventilator*** in top of cowl, adjustable from instrument board.

***Instrument Board*** neatly arranged, trimmed in leather, and equipped with:

- Combination clock and speedometer.
- Combination oil gauge, ammeter and gasoline gauge.
- Ventilator control.
- Cigar lighter.
- Instrument lamp.
- Spotlight switch.

***Controls***—Nickeled transmission control and emergency brake lever. Walnut lever ball.

***Steering Wheel*** of walnut with walnut horn button.

***Tool Pocket*** in left hand door and side curtain pocket in right hand door.

***Threshold Plates*** of special etched aluminum.

***Step Plates***—Rubber running board step plates with nickel silver guards on side apron.

***Removable Carpet*** on toe and floor boards.

***Battery Door***—Trap door in floor boards for filling and inspecting battery.

***Leather Trimming*** specially embossed, with color to match body.

***Storage Space***—Large compartment for storing packages back of driver's seat, equipped with Yale lock in door. Additional luggage compartment in rear deck, flush type door and lock.

***Spare Wheel Carrier,*** extra strong, adaptable for two wheels.

***Gasoline Tank Filler*** on right hand side, readily accessible for filling.

***Rear Fender Wings*** of special design to keep mud off rear deck.

***Nickeled Deck Rails*** to protect deck when top is lowered. Nickel running board binding.

***Nickeled Hood Fasteners.***

***Khaki Top*** with special nickel and leather binding.

***Curtain Light*** in rear, of large beveled plate glass. Special weather-proof side curtains with clear vision lights and signal pocket.

**Price of the Special Six-54 Roadster, $1785**

*f. o. b. factory, Flint, Michigan*
*Prices and specifications subject to change without notice*

**BUICK MOTOR COMPANY, Flint, Michigan**

*Division of General Motors Corporation*

Pioneer Builders of Valve-in-Head Motor Cars
*Branches in all Principal Cities—Dealers Everywhere*

# Wherein Lies the Buick Reputation for Performance

WHEN the average man thinks of Buick it flashes into his mind that Buick is the car with the great reputation for power and sturdiness. He recalls that it is an accepted fact that Buick is the car of unusual quality and performance—he hears of Buick achievements so often.

Such incidents as illustrated on these pages, common to Buick cars everywhere, are typical of the daily records that are continuing to build Buick reputation.

THIS Buick E-Six-45, owned by Dr. W. S. Chase, of Akron, Ohio, was recently put through an economy test on a one-half mile dirt and sand track. Seven other stock cars, factory equipped, were entered. The Buick outran all other cars, making 10.7 miles on the half-gallon of gas, an average of 21.4 miles

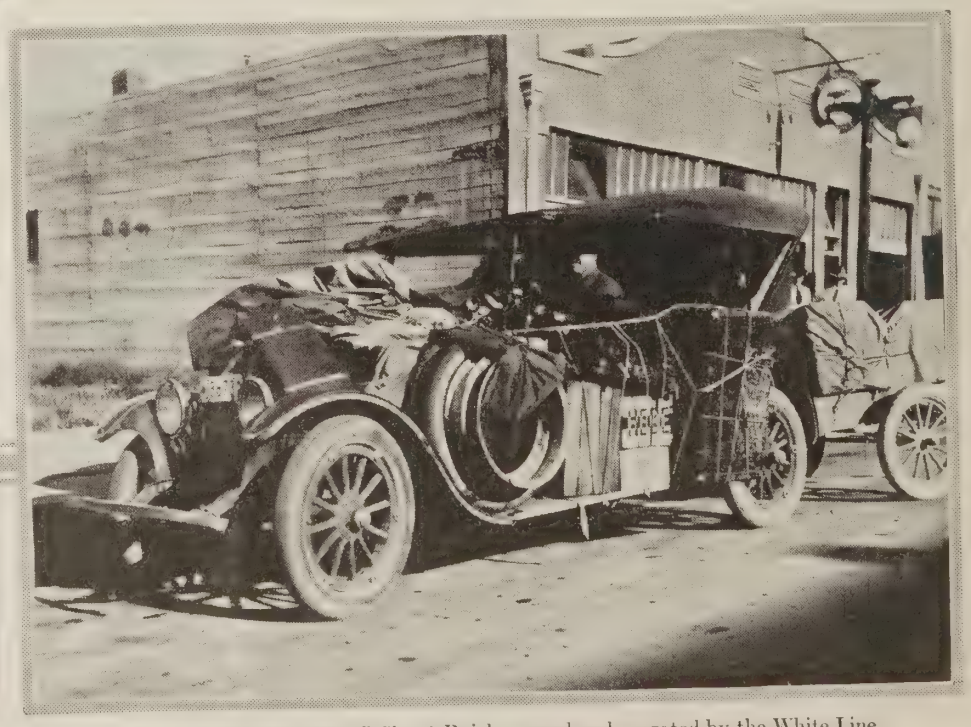
A BUICK on rails! For two years prior to its present form of service this Buick D-Six-45 was used on construction work on the Buffalo Northwestern Branch of the Santa Fe. After its remarkable service there, Mr. Bristol, superintendent of the Santa Fe at La Junta, Colorado, had a few changes made in the construction of its body and in its wheels, and pressed it into the service as an inspection car. It travels an average of 1,000 miles a month now, and it has already been in this service twenty months

AUTHORIZED VALVE-IN-HEAD Buick MOTOR CARS SERVICE

BOTH at the Kewanee Fair and at the Lafayette Fair, Illinois, Mrs. Orville Ballentine won first place with her Buick 22-Four-35, driving, at each place, in the Ladies' Driving Contest. Mrs. Ballentine says: "They gave us some very difficult demonstrations at both fairs. I have driven almost every kind of car built, but the Buick Four handles the easiest of any car I have ever driven"

MR. H. H. Sterling, an automobile salesman at Kewanee, Illinois, drove this Buick 22-Six-44 to victory in the Gentlemen's Driving Contest at the Kewanee Fair. A loving cup was the prize

THOMAS DAVIS, Jr., of Woodstock, Illinois, drives this 1909 Buick and refuses even for a moment to consider an offer of exchange. He says his car has been run 135,000 miles without a single dollar's expense for repairs



THIS is one of three model E-Six-49 Buicks owned and operated by the White Line Stage Company, of Roswell, New Mexico. The cars carry mail from Roswell to Carrizozo, New Mexico, and must operate on schedule time, regardless of road conditions. All three of the Buicks in this service have a record of over 100,000 miles

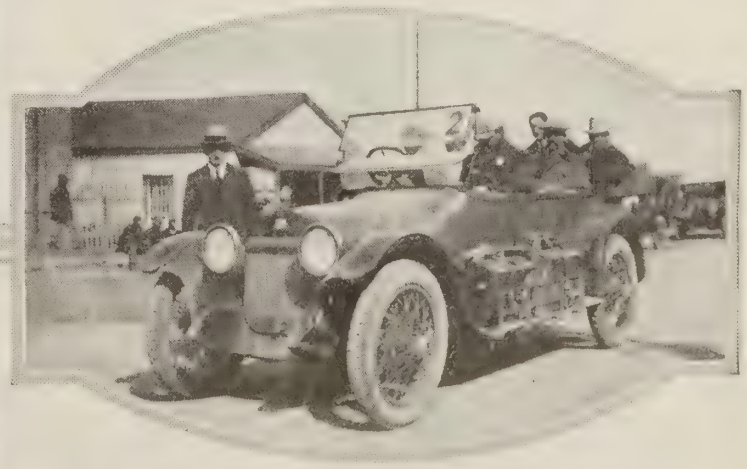
STILL hale and hearty is this 1905 Buick, despite its well-advanced age. Mr. Louis F. Boyle, of Laramie, Wyoming, took his Buick to Denver recently, and it made the trip in ten running hours, and even though it reached an altitude of 9,100 feet the carburetor did good work and the cooling system was entirely satisfactory

THIS Buick 21-Six-45, owned by H. W. Ebert, of Winchester, Virginia, was driven in a five-mile race, on July 4th, on the Winchester Fair Ground's half-mile dirt track by Mr. Herbert Schutte. It covered the five miles in six minutes, twenty-two seconds (6:22), beating the time of anything that has ever been on the track

"NOT for Sale—A Model 31, 1912 Buick Four," says Mr. H. J. Rogers, of East Satanket, Long Island, N. Y., who is highly pleased with its performance and durability

THIS Buick of 1911 is still in service at Allentown, New Jersey and, according to John L. Brock, Trenton Buick dealer, it is living up to the name its predecessors and successors have established

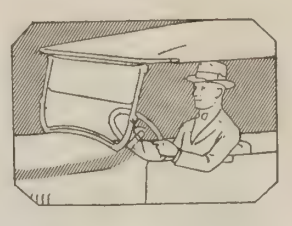
HERE is Robert W. G. Wilson, son of W. G. Wilson, of the Aetna Life Insurance Company, Cleveland, Ohio, the happy owner of this Buick 22-Six-45. On October 6th, 1921, he ascended Pike's Peak and averaged 15 miles per hour up a 10 per cent grade. He made the ascent, 30.1 miles, in 2 hours and 28 minutes, crossing the top of the peak at an altitude of 14,109 feet



THIS Buick Six was the winner in the Johannesburg-to-Durban reliability contest, July 30th, 1921, conducted by the Transvaal Automobile Club, South Africa. The trip was 418 miles long, over indifferent roads and steep hills. While 5,055 pounds was the official weight noted against this Buick, it won first place, with an official check on gas consumption of 23.45 miles per gallon

# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars

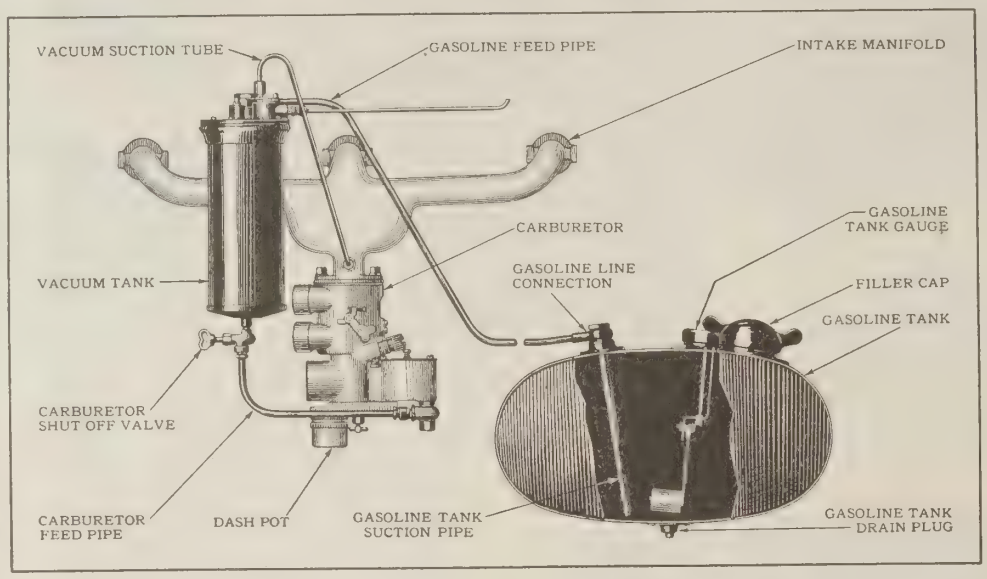


## Water in the Gas Tank is a Cold Weather Menace

VISITS by Jack Frost to a large portion of the United States in the months of January, February and March carry with them certain atmospheric perils to the operation of the automobile which careful drivers are quick to guard against. Every car owner is familiar with the necessity in freezing weather of protecting water in the radiator with alcohol or other anti-freeze solution, but there are other points where an accumulation of water may be the cause of a great deal of annoyance and faulty motor operation.

The fuel system is likely to be overlooked in a consideration of places which are subject to attack in winter and yet it contains several trouble-making possibilities unless proper attention is given to it. The gasoline tank under warm weather conditions, as pointed out in the instruction book furnished Buick owners, should be drained every 2,000 miles to remove any sediment and prevent clogging of the gas line, but in cold weather it is additionally important that the tank be drained to remove any accumulation of water in the bottom of it. Water is produced by the condensation and consequent vaporization which takes place in the tank as the result of changing atmospheric conditions.

If this water is not removed from the gasoline tank it is in position to be drawn to the vacuum tank and, if frozen there, will interfere seriously with the operation of the fuel system and the motor. Ice in the top of the vacuum tank is likely to hold open the air valve with the result that the automatic features of the fuel system will be suspended and gasoline in large quantities will be drawn from the gasoline tank and pass directly into the intake manifold without undergoing the carbureting processes which are necessary to proper vaporization. The result is not only an unusually large and wasteful consumption of gasoline but a sluggish and choked operation of the motor, with an absence of the usual pick-up and power as noticeable Buick Valve-in-Head characteristics.




While not attended with the same possibilities of trouble, water in the carburetor dash pot is not productive of any good and in putting the fuel system in shape to meet winter conditions it is well to make a thorough job and empty the dash pot of any water it may contain. The dash pot is the small, round receptacle at the extreme bottom of the carburetor and, by reference to the accompanying illustration, will be readily recognized as the one portion of the carburetor extending below the line of the carburetor gasoline feed pipe.

The gasoline tank can be drained by removal of the drain plug in the bottom of the tank, as also indicated in the illustration. Inasmuch as an accumulation of water around this plug may result in a rusted condition, care should be taken in the removal of the plug that the threads are not injured, otherwise a leaking tank will be the result.

## The Reason Why

(*Continued from page 4*)

killed off her cherished carnations, and her landlord threatened to raise the rent. So, when a neighbor dropped in for a cup of tea, Mrs. Hollis was unlike her usual cheery self.

"I've come to hear all about it," she began. "I wanted to come over as soon as I heard but I've had my hands full."

"I don't know what you mean," said Mrs. Hollis, but her hands shook as she poured out the tea.

A knowing laugh was the answer.

"My dear, all the village is talkin' about how soon you're going up to the Lush farm to live!"

Mrs. Hollis set down the teapot firmly.

"I'm *never* going, Jane," she said, but her voice wavered. "I'll not deny he asked me, but—I should always be wondering if George knew, and what he was thinking. It wouldn't do. If I'd died and left him, George would not have married again."

There was a short silence, then—

"Stuff and nonsense!" said her visitor heartily. "I know that if I died tomorrow, Jim 'ud have another wife in my place, in a year. He's fond enough of me, but when you're dead and gone, you're *dead* and gone. It's a wonder to me that Lush hasn't married before, only I suppose he was waitin' for you. And now you go and tell me you've refused him because of what George would think. Why, you'll make Lush a better wife than that poor, silly little thing he married. And as for George—" She broke off abruptly.

"Well," said Mrs. Hollis slowly, "and what about George?"

"Nothing—except that he wasn't no different from other men. And if you don't marry Lush, Elizabeth—there's plenty that *will*. You should see Mary Smee smilin' at him—she'd give her eyes to be mistress up at the farm—and small blame to her. No, you take him, my dear. You're not a young woman now, you know, and when you get old, it's lonely by yourself.

"Well," concluded her visitor, "you think it over, and take my advice, and I shall expect to hear that your house is for rent—"

"You're talking nonsense." Mrs. Hollis blushed. "And I shan't think a word about it."

But she did. She thought of it all the evening, thought of the past, and she thought, too, of the future—the lonely future—when she would be old.

And it was cheerful up at the farm. There were wide, old fashioned fireplaces, oak-raftered ceilings, a dairy, chickens—and Lush was a fine man, and if *she* did not have him—

"I never *did* like Mary Smee," said the widow aloud.

Then her heart gave a little startled thump, for there was a knocking at the front door. She hesitated a moment before she unfastened the latch, then she started back with a little cry, for there stood Farmer Lush.

He wore his old suit, and he smelt strongly of tobacco, but the widow thought she had never seen him look so handsome.

"May I come in?" he asked, and then, without hesitation, he walked into the parlor.

"I've come to ask if you've changed your mind, Elizabeth," he said quickly. "It's—it's lonely up at the farm, and," he added earnestly "—and I'm really fond of you."

"It's lonely here, too," said Mrs. Hollis, almost inaudibly.

The farmer was seized with a happy inspiration—he put his muscular arm about her waist.

"Let's be lonely together then, shall we, Betsy?" he asked.

"Yes," said Mrs. Hollis. "Yes—if you like—Joe!"

## Buick Valve-in-Head Again Leads in Yellowstone Park

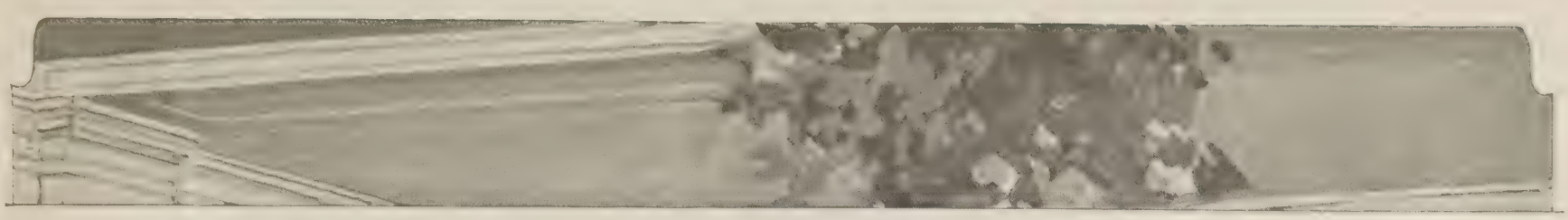
VIRTUALLY one out of every eight cars that passed through the Yellowstone Park during 1921 was a Buick, according to the report of the Park Superintendent.

Of the 15,429 automobiles that visited the national reservation, 1871 were Buick cars, second in number only to a small, four-cylinder car, in the list of 240 different makes.

The Buick position is significant of its choice as a car for mountain roads and long tours.

The following record shows the growth in Buick popularity at the Park:

| Year | 1916 | 1917 | 1918 | 1919 | 1920 | 1921 |
|---|---|---|---|---|---|---|
| Buicks in Park | 230 | 499 | 527 | 1360 | 1731 | 1871 |



# First Place at the Show for the Fourth Consecutive Year

VALVE-IN-HEAD Buick MOTOR CARS

FOR the fourth consecutive year Buick has been awarded first choice of space at the National Automobile Shows. This honor is conferred each year by the automobile manufacturers who are members of the National Automobile Chamber of Commerce, upon the member having done the greatest volume of business during the previous year.

The figures on which this 1922 award was made proved Buick to be the largest builder of six-cylinder cars in the world.

That Buick has retained this position year after year reflects convincingly the high regard in which Buick is held by the American public.

Such regard is a logical outgrowth of Buick policy which has been rigidly maintained for twenty years—that every car which leaves the Buick factory must first, last and all the time give that thoroughly dependable and trustworthy service which will make every Buick owner a Buick enthusiast.

# Facts Accepted by Buick Valve-in-Head Owners

Buick

Anywhere, anytime you can always depend on Buick

*Another reason why Buick holds first place at the show*

See the New Model

When better automobiles are built, Buick will build them

Buick

Buick service insures the uninterrupted use of your investment

*Another reason why Buick holds first place at the show*

See the New Model

When better automobiles are built, Buick will build them

Buick

You get there and you get back in a Buick

*Another reason why Buick holds first place at the show*

See the New Model

When better automobiles are built, Buick will build them

Buick

Only another Buick can satisfy a Buick owner

*Another reason why Buick holds first place at the show*

See the New Model

When better automobiles are built, Buick will build them

Buick

No transportation is more reliable than Buick

*Another reason why Buick holds first place at the show*

See the New Model

When better automobiles are built, Buick will build them

Buick

You know what you are getting when you buy a Buick

*Another reason why Buick holds first place at the show*

See the New Model

When better automobiles are built, Buick will build them

Buick

Buick's reputation is the result of twenty years of consistent Buick performance

*Another reason why Buick holds first place at the show*

See the New Model

When better automobiles are built, Buick will build them

Buick

Who has greater right to trust his car than a Buick owner?

*Another reason why Buick holds first place at the show*

See the New Model

When better automobiles are built, Buick will build them

Buick

Buick cars measure up to Buick reputation

*Another reason why Buick holds first place at the show*

See the New Model

When better automobiles are built, Buick will build them

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MAR 10 1922

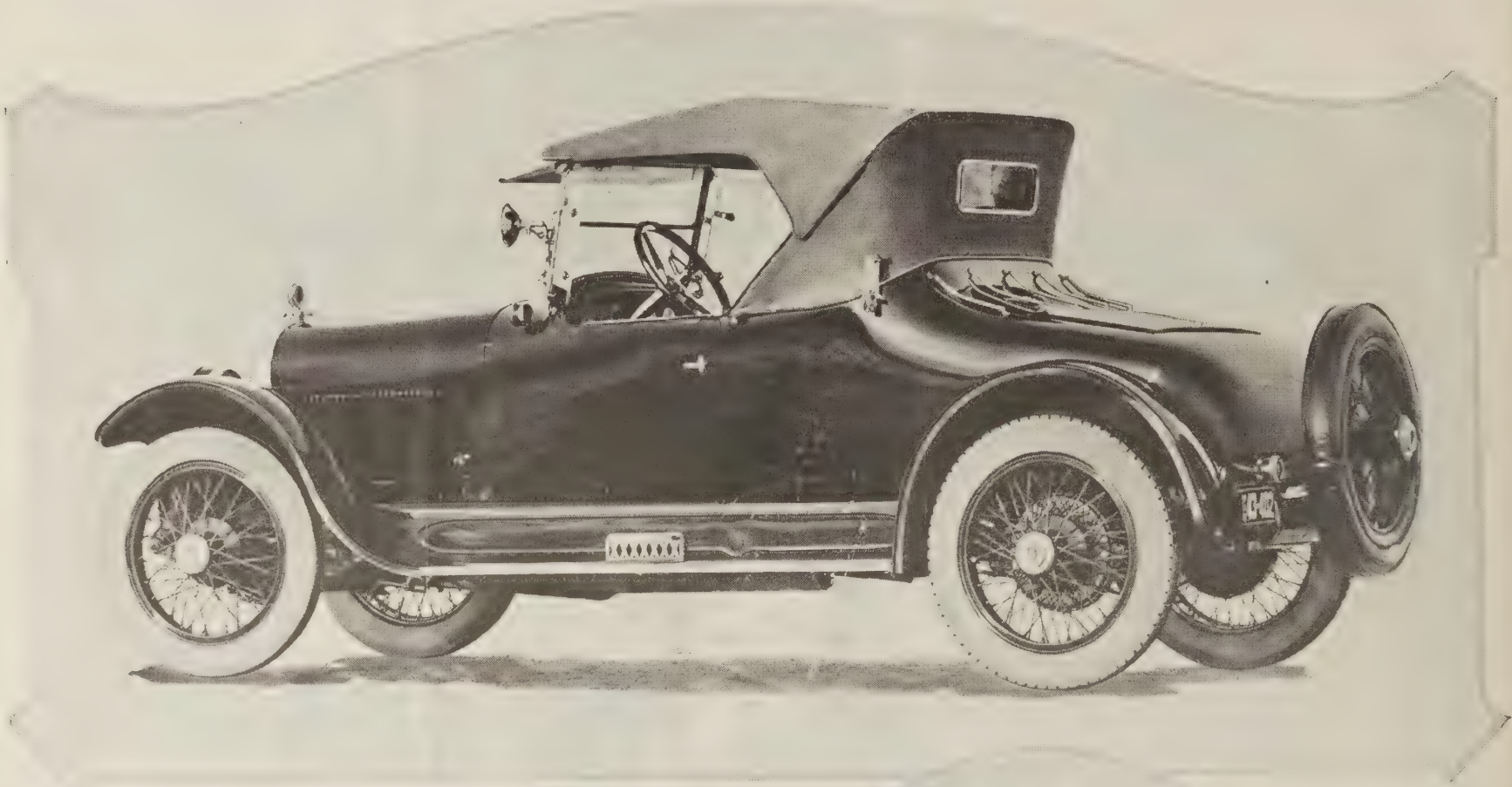
# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

FEBRUARY 1922 FIVE CENTS A COPY

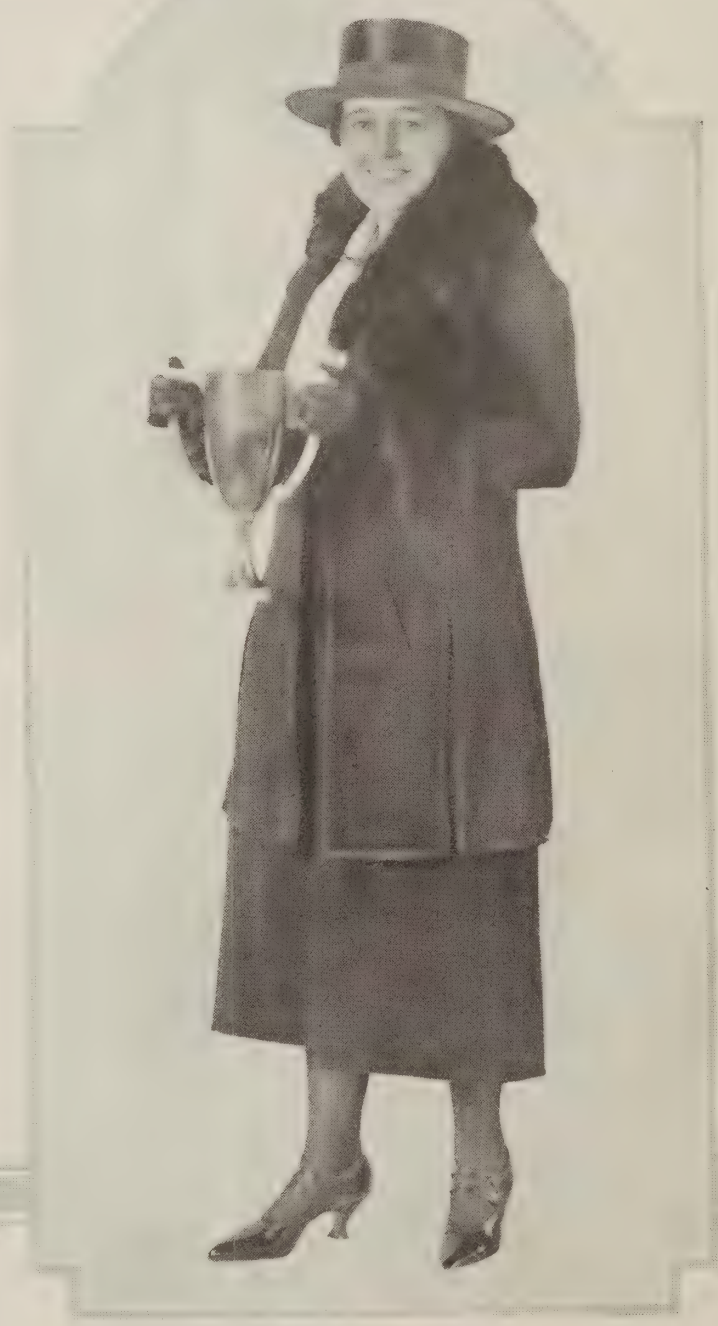
The Value of Genuine Buick Parts to the Owner—Page 5

# New Buick Special Six-54 Roadster Wins First Prize at Style Show



The Special Six-54 Roadster

Driven by Miss Fern Smith, this Special Six-54 Roadster was awarded first prize at the Automobile Style Show, Saginaw, Michigan. It surpassed the forty-seven other cars entered in its class because of its unusual beauty, its remarkable performance, and the ability of its driver to handle it gracefully and easily. The new Buick roadster was received with great enthusiasm by both spectators and judges.



Miss Fern Smith and the beautiful cup she won with the new Buick roadster

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

Subscription rate, Fifty Cents per year.
Mailed under third class permit.

E. T. Strong, *Managing Editor*

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Flint, Michigan, U. S. A.

Vol. X No. 2 February, 1922

# At the Crossroads

*by* Clara E. Laughlin

## *The Story of a Fairy Prince Who Came True*

SHE was a funny-looking little malcontent, as she went past the barn and out the gate that Saturday morning in Indian summer, then down the long stretch of private road that led to the highway and on, and on—seeking escape from herself just as determinedly as anyone could whose world weariness was of much longer duration. Her feet, which she scuffled through the fallen leaves and through the dust, were shabbily shod with weather-stained brown oxfords; her thin little legs were covered with faded stockings originally brown, but now a mustard hue, which wrinkled as if they would willingly have encased something ampler; her brown and white shepherd's plaid gingham stiffly starched, also lacked much of its original color; and her twelve-year-old pigtail was as nondescript in tone as her frock. This for a disappearing view. As one regarded her approach, the first impression was principally of freckles and of "bang."

Sary followed the highway far enough to be out of sight and sound of home. Then she scrambled nimbly down into the grassy ditch beside it, and up on the further bank, and sat down beneath a hard maple.

Then Sary opened the veritable tales of the Brothers Grimm and began to read. . .

When she had read awhile, she closed the book, and, like the instinctively wise little person she was, sat reflecting; testing the things she had read by the things that she knew and all of them by their possible application to herself.

Sary wished, with her eyes screwed tight-shut, for a fairy godmother to tell her what to do. But when she opened them, there was no one in sight except the Schultz boys' father, driving home from the village with next week's supply of groceries.

Still, they took strange guises, sometimes—those godmothers—and it was dreadful if you didn't recognize them.

Sary opened the veritable tales of the Brothers Grimm and began to read

"How do, Mr. Schultz," Sary called from under her maple tree.

"Howdy, Sary," Mr. Schultz answered, good-naturedly, with an abstracted air. He was deep in some personal calculations.

Sary decided that the godmother would at least have stopped and given her a chance to ask counsel.

No one passed Sary; no voice spoke from a hollow tree. A quarter of a mile away this little-frequented road crossed another, a main highway. Sary started for the crossroads.

As she approached, she saw a man sitting at the fork. He did not look in the least like any other man that Sary had ever seen. His eyes were the "twinklingest" she had ever encountered and Sary was at a complete loss to know what to think of his mouth. It was a very big mouth; it was "full of funny puckers," and yet——! Sary was so interested that she quite forgot how unmannerly it is to stare. But he was staring, too! And indeed, he had begun it. He didn't say anything, either. When he did speak, Sary jumped.

"Excuse me, lady."

His manner was so unpatronizing, so grave, so full of the deference paid only to grown-ups, that Sary looked behind her, with startled gaze, for the lady who must have come up quietly while Sary was staring.

There was no lady in sight.

"Excuse me, lady," the man repeated, "but you haven't happened to see a—a very elegant young gentleman go riding by?"

Sary shook her head—and continued to stare.

"He is such a handsome fellow," the man went on, "that I'm sure any lady would notice him. And he rides a—a black charger—a *prancing* black charger. I—" he beckoned her with his finger. She drew nearer. "I don't mind telling *you*," the man went on, in a kind of a whisper, "that he's a *prince!* Oh, yes! a regular, sure-enough live prince. Ever see a prince?"

Sary shook her head.

"Hm. But you know how they look?"

She nodded—but not very positively.

"Of course," the man suggested, "he might have been in disguise. They are often, you know."

Yes, she knew that.

"That's it!" the strange man mused, as if speaking to himself. "That's how she missed him."

"There hasn't anybody gone that way," Sary pointed along the road she had come, toward home, "except Farmer Schultz."

He seemed nonplussed, and scratched his crown pensively.

"Well, you want to keep a-lookin', whenever you can. He's bound to come by here, some o' these days! I won't say he's bound to ride past your house. You have to go out to meet the best things—but you don't have to go *far*."

"Don't you?"

"No. It's a good plan, though, to come to the crossroads."

"But I have to go to school. He might come when I wasn't there."

"Didn't you know?" he cried. "Why, he has to go to school, too. Oh, yes! princes have the longest schooldays of *anybody*. They have so much to learn, you see. The greater a prince he is, the longer it takes him to learn all he needs to know. And, of course, that makes it difficult for them to find a lady wise and fair enough. So many young ladies don't study at all well. I suppose," he went on, gravely, looking Sary steadily in the eyes, "you find that hard to believe?"

Sary blushed. "I—I never realized it was so important," she murmured.

He ignored the confession.

"Oh, yes! The only time you'd be likely to see the prince would be on Saturday—probably Saturday morning."

"I see."

"And you won't forget about the disguise? You know they wear such queer ones, sometimes!"

"How can you tell?"

"Ah! That's just it. You *can't* tell! Otherwise what use would a disguise be?"

"Of course!" she admitted. "But don't you *ever* know?"

"Not unless you're the princess. Now, you come up here Saturday mornings when the weather's fine. (He wouldn't be abroad in bad weather, y'know. They have to be careful of their health, y'know.) And you watch the people going by. You mustn't let 'em know who you're watching for. That would spoil everything! And another thing—Are you listening?"

Was she *listening?* Sary felt sure her eyes were popping out.

"I'm sure I don't need to remind you how princes woo. You've read all about it, of course?"

She nodded.

"How they never disclose their identity at first? How they despise the scheming fine ladies of the court and go riding abroad seeking a maiden who will love them for themselves alone?"

At each question, Sary's pigtail bobbed affirmatively.

"And how they usually disguise themselves as a poor old man or woman, bent and infirm?

And what makes them love the maiden is that they see she's kind to the old and poor?"

"I know!"

"But they don't throw aside their rags, right then and there, and tell who they are?"

"No."

"They mostly just go hobbling on, and disappear, and then, some day, they come back, all young and fair, and tell the maiden who they are and how they fell in love with her. Goodmorrow, princess!"

"Good-bye," Sary murmured, dazedly.

And then he was off, down the road at a brisk gait.

"I believe he is the prince!" Sary sobbed.

She heard a dinner horn blow. She wondered if she could tell Mary Ellen, her chum. Mary Ellen was painfully matter-of-fact. It seemed impossible to tell Mary Ellen; and yet, it seemed more impossible to keep from bursting if she couldn't "tell a single soul."

The family were at dinner when she went in. She slid into her place, wearing so abstracted a look, that the mother asked.

"Where you been, Sary?"

"Up the road a piece," Sary answered.

"What doin'?"

"Nothin'," said Sary, making the usual reply of childhood when it has been busiest.

But as Sary was not given to mischief, the inquiry was not pressed.

When she had eaten what she could (it was not inconsiderable) she made haste to separate herself from these workaday humans to whom no prince had appeared in the fork of the roads. She could have gone to Mary Ellen's now. But she went back to the crossroads.

She had been sitting up there, in the meeting of the ways, for perhaps an hour—scanning passers-by who would have been the better for it if they had guessed her questioning—when there came, from the direction in which the man of mystery had disappeared, a lad driving a cart in which was a huge black hog.

He pulled up at the fork and called out:

"Sis, do you know which one of these roads Ben Crothers lives on?"

Sary, from force of habit, was about to jerk her head in the right direction, when she remembered that princes were various in their disguises, and that turning swineherd was no uncommon practice among them.

"It's on that road," she pointed, "about a mile."

"Gee!" he said wearily, "I'm glad I'm that close to it. Seems to me as I've been on the road about a week."

"Where'd you come from?"

"From Illsley's Corners."

"Goodness! That's far—aint it?"

"Mus' be ten or twelve miles. I wouldn't care if it wasn't so hot and dusty."

"Don't you *like* being a swineherd?" Sary asked.

"I'm *not* a swineherd!" he exclaimed vehemently.

Sary jumped.

"I beg your pardon," she murmured.

"I'm earning fifty cents by driving this hog to the man that bought it. But if I'd of known how far it was, I don't believe I would of come."

Sary made a brave effort to conceal her disappointment. "I think fifty cents is a lot of money," she said, gravely. "I wish I was a boy an' could earn that much."

"What would you do with it?" he asked condescendingly.

Sary had to admit that she didn't know.

"That's why girls never amount to anything," he observed. "Men always *know*. They have a purpose and they stick to it."

"Do they?" asked Sary.

"Yes, they do."

Everybody knows how helpful to a determination it is to voice it. Evidently he felt in need of such help and as one cannot tell things to the air, nor yet to a hog, even to a county fair, prize-winning hog, he told "little Miss Freckleface" by the roadside.

"I'm going to be as rich as Croesus," he declared; "and this fifty cents is going to be the beginning of it."

Sary knew "as rich as Croesus" meant "as rich as *any*thing."

"And I'm going to be a princess," she admitted proudly. The boy laughed rudely.

"You look it!" he said as he jerked the rein.

"I look it as much as *you* do *yours!*"

"You don't get money by your *looks*—if you're a man," he reminded. "Giddap, Bucephalus!"

* * *

"This is probably the greatest crossroads in the world," a man remarked to a woman, as someone is forever remarking to someone else at the *Cafe de la Paix*, in Paris. It was about four o'clock on a June afternoon such as only Paris knows.

"It is said," he went on, selecting a chair for her near the corner, so that she might look down the broad *Avenue de l'Opera*, "that if you sit here long enough, you will see everybody you have ever known."

"I wish I might test it to the extent of even *one* old acquaintance," she responded wistfully. It was her first trip abroad.

"Would that I might evoke one for you," he replied gallantly. "But the promise is only if you sit here 'long enough.'"

"Like all the greenhorns," she laughed, "I began by saying that I could never sit on sidewalks and eat and drink there; and now I'm wondering how I shall make shift to sit within doors when I go home. I've always loved the full-flowing human currents."

"They're here from all the world, you see," he said. "East and West meet here; North and South." They amused themselves by naming the obvious nationality of passers-by.

"Here comes a man I can't be sure about," she said.

He followed the direction of her gaze and saw a man approaching, alone—a man of something over medium height, with spare but muscular build; bronzed complexion, and clean-cut features.

"That dark and flashing eye looks Latin," the woman's guide observed. "But that man is no waster of his energy. He has done something that he once set out to do."

"And whatever it is, it doesn't satisfy him," she added.

The unconscious object of their interest sat down at the next table and ordered a pint of Perrier in an accent unmistakably American.

The interested man and woman exchanged surprised glances; but in such proximity, they had to find another topic of conversation. He began to ask her about her work. As she told him, they became aware that their neighbor was listening as intently as was possible under the necessary mask of polite obviousness.

She was the woman who had been Sary—as of course you've guessed. The once nondescript pigtail was massed now, in soft brown abundance, above a brow of exceptional nobility. The eager, questioning eyes still had their moments of wistfulness, although they mirrored the content of one whose world is still unconquered but in process of conquest. She had never found the prince. But the habit of looking for him in strange guises had led her to discover that all the world is seeking some heart-fulfilment.

As she grew up, there had been the usual scattering of the generation that grew up with her. Sometimes word of their progress came back; but again, word did not come, and home-abiding hearts wore out in unrewarded watching. Mary Ellen was one of those who had gone away and been swallowed up in mystery. When Brother Joey developed the city fever, Sary declared he should not go alone. She went with him and shared his fortune. She learned a great deal about *why* in all probability Ernie Schultz no longer wrote home and Mary Ellen had disappeared from loving kin. And the first thing Sary did toward making matters better, was when she and Joey took a four-room flat and advertised for a boarder: "Young man or woman from the country." From that Sarah Floyd opened home after home for the boys and girls from the country, now a boys' home or club, and now one for girls; and the eligibility to membership was *need*, and the principal requirement was a regular correspondence with home.

"All this," her guide asked, "without a dollar of capital?"

"Without even fifty cents," she laughed. "We went along as we could."

She was in Paris now, on the invitation of some American residents, to further the work of safeguarding American students. A young man approached in search of some one.

"There's a countryman of ours!" she remarked. Something in the youth's manner fixed her interest.

"Up against it, too," her companion hazarded.

The newcomer came to their neighbor's table.

"Mr. Adsit," he began, speaking very low and very fast. "I know you'll be very angry with me for following you here; but I'm desperate. I'm the American—Leland—who has been trying to get an interview with you."

"I never give interviews."

"I know you don't! That's why, if you would give me this one—for an American magazine, not a newspaper—I know I could sell it—and it would keep me going. Wasn't there ever a time when—when somebody might have kept you going if they would, and when it seemed they wouldn't, you thought you must do something desperate?"

The man of mystery whom the youth called Mr. Adsit (*Continued on page 14*)

"Like all the greenhorns," she laughed, "I began by saying that I could never sit on sidewalks and eat and drink there"

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

ONE of the important things to bear in mind in connection with the purchase of a motor car is the attitude the dealer usually takes after the car has been purchased. He may make a prompt delivery and all of that, but is his interest in the owner as business-like as was his interest in the prospective buyer?

And one of the simplest ways of answering that question is to find out just what he thinks about repair or replacement parts.

Has it been the custom of the dealer to supply the owner with genuine parts, made solely by the manufacturer of the car? Or is he satisfied and willing to pass on to the owner substitute parts, inferior in quality and below the company's standard specifications?

Does he use a few of the car manufacturer's parts and then buy the bulk of his replacement parts from concerns whose business it is to turn out cheap repair parts at cheap prices?

* * *

CONSIDERATION of this point is vital to a sound investment in motor car transportation over a period of years. The finest mechanism produced must in time show signs of wear and require the replacement of working parts. And a motor car is no exception.

The quality of a car should, of course, be of greatest interest to the buyer. He should satisfy himself in regard to the correctness of its design and the goodness of its manufacture. He should be sure that the car has a good record for performance and durability. And, naturally, he would not favor a car that could not be obtained in a body type exactly suited to his individual motoring requirements.

Then, should come this:

What is the extent of the manufacturer's and the dealer's desire, once the car is bought, to guarantee the owner uninterrupted transportation?

If you will make inquiry about that when you are purchasing a motor car—and an investment in a fine motor car deserves such investigation—you can very easily get to the heart of the repair question.

For no manufacturer or dealer could long hope to sell uninterrupted transportation who did not make certain, whenever a repair part was needed, that the replacement part was built to the same specifications as the original, equal in design and in quality of material and workmanship. To substitute a "just as good" part for an original part means not only the weakening of that part but also decreasing the efficiency of the related parts working in conjunction with it.

* * *

NO other than genuine parts should be considered or accepted by the Buick owner. And so long as an owner deals with an authorized Buick service station, he may feel assured that any and all parts supplied him will be Buick designed and Buick built.

The subject is so closely associated with the standard being maintained for Buick cars that our entire organization gives it the most careful attention, realizing that Buick reputation rests just as much on repair parts as on new cars.

For upon the serviceability of each part, as well as upon the serviceability of the cars as a whole, depends the assurance of future business in the sale of new cars.

Upon this business principle the whole structure of the mammoth Buick service organization rests.

* * *

BUICK quality does not result from any single unit or set of units, but from all of the units, which are so designed and built that they not only perform their own functions well and correctly, but are perfectly balanced in strength and action with all the other units in the car.

To develop this balance, it has taken twenty years of broad experience, the facilities of a marvelous factory, the genius of skilled engineers and the research work of four scientific laboratories—chemical, physical, metallurgical and electrical.

If it has required such equipment to develop these units in the first place, then it will require an equally efficient and well-equipped organization to duplicate them. And no manufacturer devoted exclusively to the production of parts could hope to build up such an organization. The cost would be prohibitive.

To duplicate parts, it is not only necessary to have the original specifications, but also the required jigs, tools, dies, fixtures and inspection gauges. The Buick Motor Company has this equipment on hand as a result of having built the cars on which the parts were used.

And in the manufacturing area at Flint, a special factory has been established to build parts for cars of previous years. This plant is as efficiently equipped as the plant that made the original parts, working with original tools to original specifications.

Parts, covering all models, are forwarded to branch houses, where reserve stocks are carried to maintain the stock of dealers everywhere. Traveling service representatives are constantly inspecting the stock of parts in dealers' bins, and as soon as the stock of any dealer falls below a certain point a shipment of additional parts is made him from the nearest distributing station.

* * *

AND thus the Buick owner is assured genuine Buick parts, made at the Buick factory precisely the same as parts for new cars, of the same materials, from the same blue prints and under the same rigid inspection, when he deals with an authorized Buick service station.

The need of this protection is one of the reasons for the authorized service sign. It is "The Emblem of Satisfaction"—an emblem that indicates a service station operating in the best interests of Buick owners, which, in the final analysis, is in the best interests of the Buick organization.

We are building for the future, just as we have built in the past, to maintain the Buick reputation for a product that serves and endures, that carries with it complete motoring satisfaction.

We value this reputation so highly that we would not tolerate for a moment any move that might in the slightest degree affect the attitude of a single motorist toward the good name of Buick.

# MEN YOU SHOULD KNOW ABOUT

## WALTER L. MARR, *Consulting Engineer of Buick*

### Twenty-Year Service

WIDELY known in the engineering fraternity because of his contributions to the advancement of the automotive industry, Walter L. Marr, one of the Buick chief engineers, has been so unassuming that the motoring public has heard little of him, of his faith in definite engineering principles and of his achievements in applying those principles.

Excepting those in intimate touch with the Buick organization, few realize the important work Mr. Marr has done in making the Buick car what it is today. Starting out with Buick a score of years ago, he has been helping to design and improve every model since. With more than twenty years' engineering practice to his credit before he joined in designing the first Buick and with two decades added since that time, it is easy to see that the benefit of his cumulative experience is most valuable.

Walter L. Marr, who helped design the first Buick motor car and who is still devoting his time and genius to Buick development

On the shores of Lake Huron, in the little town of Lexington, some twenty miles north of Port Huron, Michigan, Mr. Marr was born in 1865. Like other boys of the time, he started his apprenticeship at an early age, beginning with the engineering firm of John Walker and Sons at East Tawas in 1882. Five years later he went to Saginaw to work for Wick Brothers, sawmill and steamboat engineers, with whom he stayed until 1896.

While he was with the Wick concern, Mr. Marr began his gas engine work. He had been studying the various principles of motor construction and was greatly interested in the possibilities of this type of motive power. In 1888, he built his first motor, which was made of all steel castings, with a cylinder of about a 4½-inch bore and a 5-inch stroke. This motor ran on the Otto cycle, was water cooled and used hot-tube ignition, as the electric spark type of ignition at that time had not been worked out satisfactorily.

The motor was subjected to an extended series of experiments. Various forms of carburetors were used and other changes in design and construction were made to see what effect they would have on the efficiency of the motor. This research work in 1888 gave Mr. Marr his first practical experience in the designing and construction of the internal combustion type of motor.

Up to 1898 he had gained first hand knowledge of six distinct makes of motors, which enabled him to produce a highly successful four-cylinder gasoline motor-driven wagon of his own design in that year. The motor had novel electric ignition features, arranged to advance the time of the hammer spark production. The cylinders were 2¾-inch bore by 5-inch stroke, vertically arranged.

In 1899, he built a motor-driven tricycle to carry two passengers and the vehicle ran to the complete satisfaction of its purchaser. Mr. Marr then built a second wagon, which was driven by a single cylinder motor, horizontal type and with jump-spark ignition.

While his first motor wagon had a speed-change arrangement with meshed gears and friction clutch, his second wagon had a chain transmission. In this second car, he was one of the first engineers to experiment with the jump-spark type of ignition.

After designing various forms of cylinder-fired experimental motors, two and four-cycle, cylinders on one side of the crankshaft and cylinders opposed and after completing an experimental bicycle motor, Mr. Marr firmly believed the time had come to take up seriously the production of motor wagons.

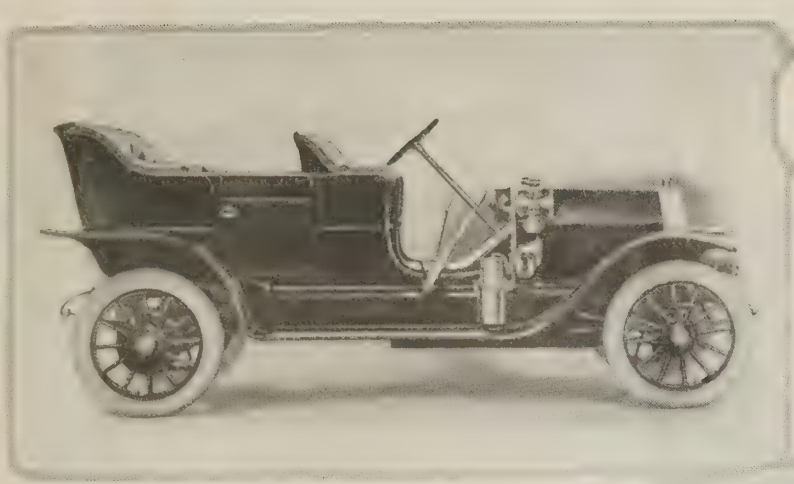
And just about at this time, the Buick organization was changing over from builders of marine motors to builders of motor cars. Mr. Marr joined the organization and helped design the first Buick motor car, a view of which is shown in the accompanying illustrations.

Unlike other designers of the time, Mr. Marr believed in adhering to one type of motor. Because of his experience and research work with the different varieties of motors, he had become a staunch advocate of the Valve-in-Head principle, because its simplicity was backed by all that was then known of thermal efficiency and also because its design formed a more logical basis for development than other types.

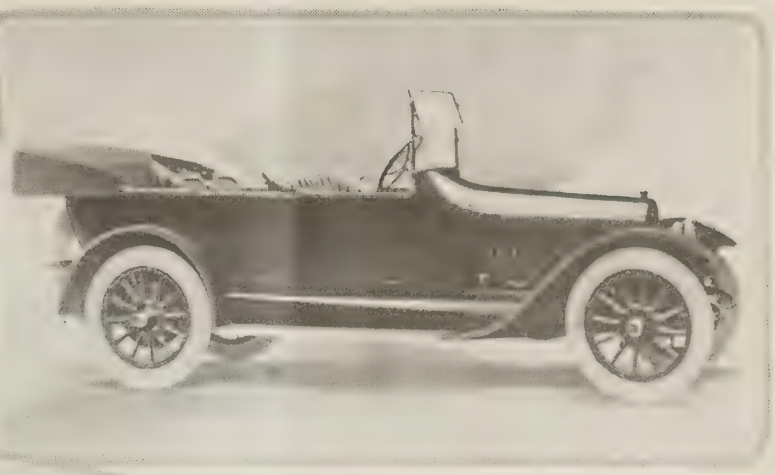
Naturally the first Buick motor was of the Valve-in-Head type. It proved to his satisfaction that the theories which seemed correct to him were right in actual application. And since that time, he has devoted his energies to the perfection of the Buick Valve-in-Head motor.

He has gone into every phase of motor design and construction, studying the various principles and types so thoroughly and in such a scientific manner that he has accumulated a vast knowledge of internal combustion motors. And he has applied the results of

"This is the first automobile manufactured by the Buick Motor Company at Flint," said Mr. Marr, who is seen seated at the wheel. "The picture was taken in Flint after we had finished a run from Detroit. In this first real road test of the car, we established a record at that time which is considered good even today by cars that have three times as much horsepower. We covered 115 miles in 217 minutes"



A few years later came this Buick car, longer and lower, with developments in motor car manufacture resulting from successful engineering practice



Incorporating accepted Buick engineering principles, came this first Buick six-cylinder touring car, forerunner of the many Sixes that have followed

his research to Buick, giving his best to the improvement of the motor and the car.

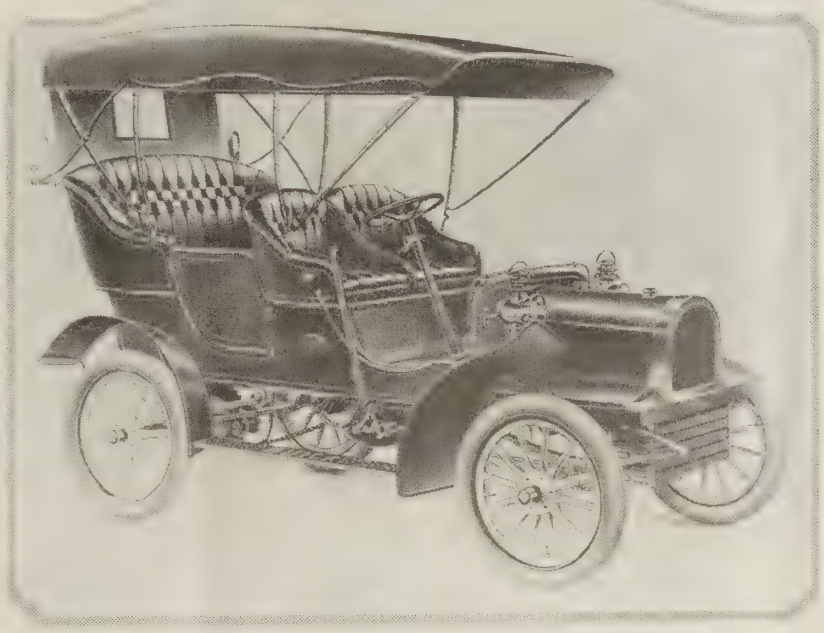
Both he and E. A. DeWaters, who joined him later in the development of the motor, about whom an article will appear in THE BUICK BULLETIN at a later date, are recognized as leading authorities on motor design and construction in the automotive engineering fraternity.

The development work is still going on, as the possibilities of the Valve-in-Head design have not yet been exhausted.

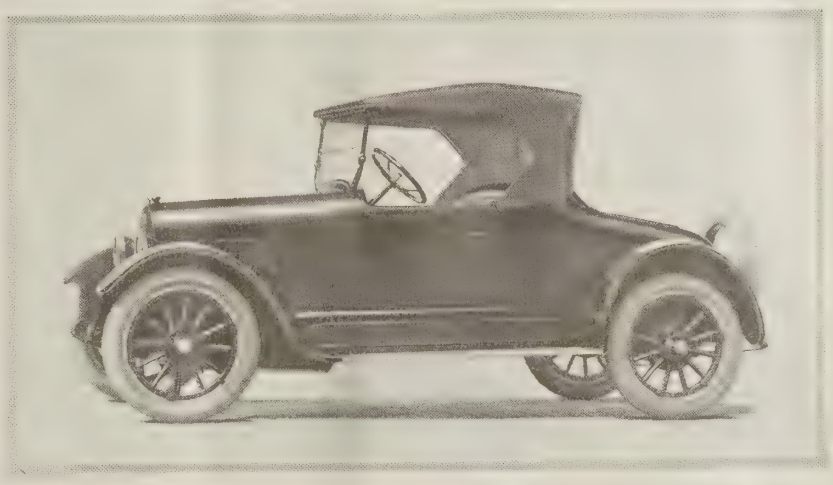
The point is, that each succeeding year finds a number of improvements in the Buick Valve-in-Head motor. This is because of the ceaseless research work we are carrying on. The Buick motors we are now building are the best motors we know how to build today. Yet no doubt the coming years will bring about other improvements, because the field is such an inexhaustible one in which to work that for years we have found some means each season since the beginning of making our motors more powerful, economical and durable.

Our engineering laboratories are equipped with every kind of scientific apparatus for making accurate comparisons as far as different types of motor car units are concerned and from the results of our tests we are satisfied with the correctness of the Buick Valve-in-Head motor.

It has taken a long time to develop this motor to its present high state of efficiency and it should be remembered that through all these years we have concentrated on the Valve-in-Head type.



This is another of the early Buick models, which at the time was considered a standard for power, durability, beauty and comfort in motoring



And this, the new Buick Four roadster, is a motor car development brought about by twenty years' practical experience and broad study by Buick engineers

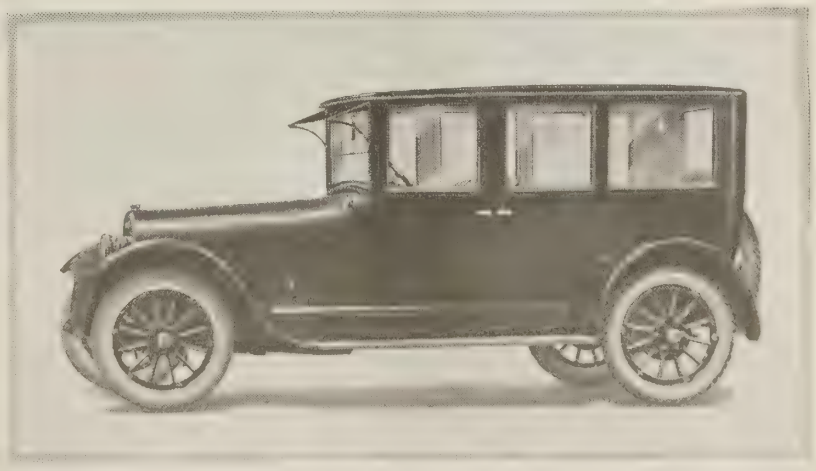
The motor has not been a hit-or-miss proposition with us, or a shifting from one type to another, but a steady development with a definite principle of design as the central point.

Along with the improvement of the motor, there has likewise been a consistent development of the co-related parts and units toward a perfectly co-ordinated machine. Chassis research has gone on hand in hand with motor research. Such effort on the part of Buick engineers has made possible the correct design and manufacture of every part, each of which, it should be understood, reaches its highest state of efficiency when working in conjunction with the rest of the parts.

The dependability and performance of the Buick product represents the achievement of twenty years' effort on the part of Buick engineers who are still devoting their time and their genius to the development of the Buick Valve-in-Head motor and car.

*This is the second of a series of personnel articles, telling of Buick and Buick men, their achievements and their continuity of effort in bringing about the improvements that make Buick what it is today. The third article will appear in the March issue.*

What years of constant engineering application can mean to a motor car is seen reflected in this, the latest six-cylinder touring, the standard of the day



This 22-Six-50 represents the greatest achievement of Buick engineers and designers in providing complete and satisfactory personal transportation

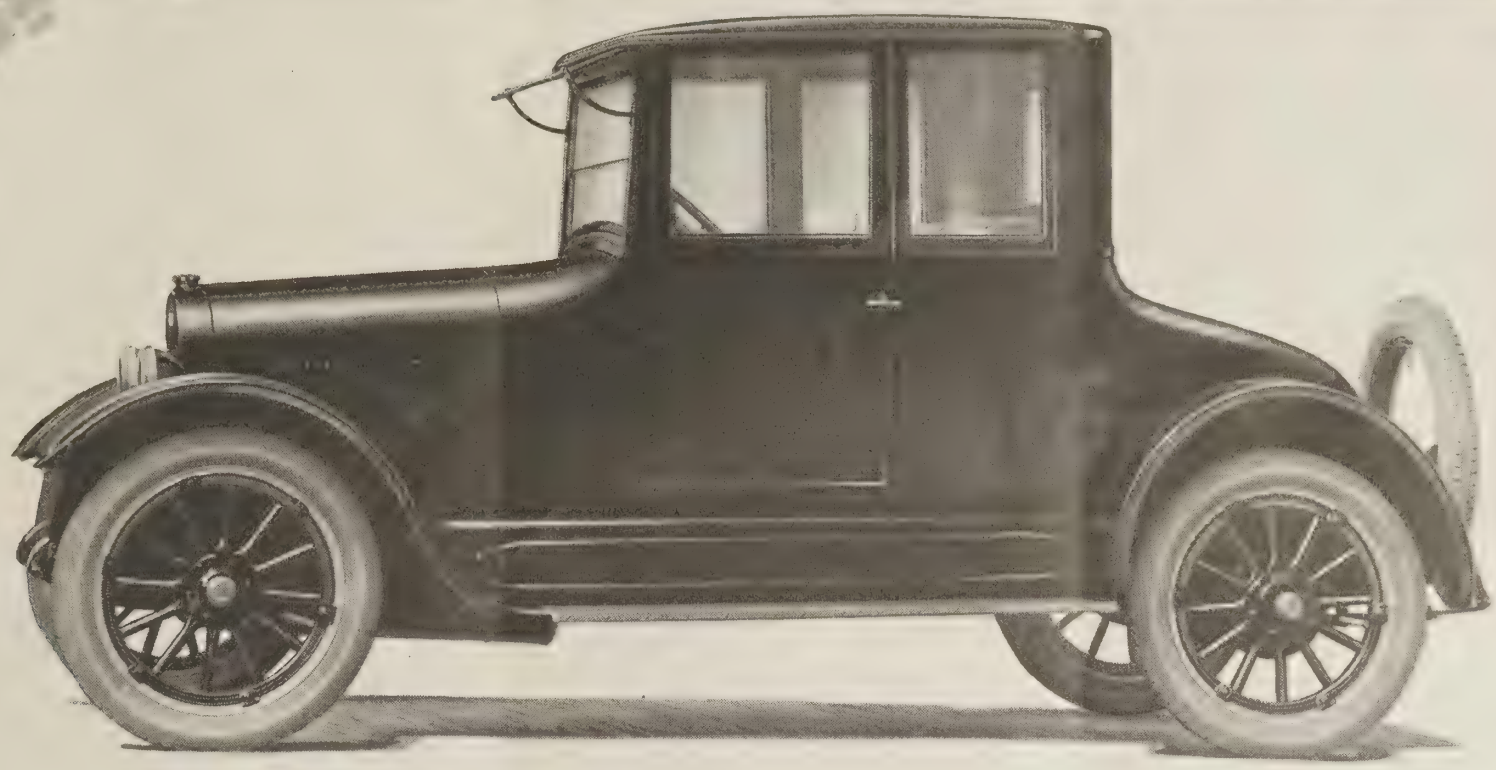
# Regardless of Price, there is No Be

**$895** for this Buick Four Roadster is an unequalled investment in transportation. The buyer gets power, such as only a Buick Valve-in-Head motor can deliver; economical and dependable performance, such as only Buick engineers after twenty years' practice could provide. And, in addition, there is a generous measure of comfort and conveniences. Examine it for yourself. You will find it a business-like car and the Buick dealer will show you that its records substantiate its appearance.

**$935** is the price of the Buick Four Touring—Valve-in-Head motor, multiple disc clutch, correctly designed rear axle and all other distinctive Buick features give this car its real value. It is true Buick in all its qualities, its surplus power, its simple and easy control, roominess and distinctive appearance. And because it is built in true Buick fashion, its purchaser gets high grade materials and an excellence of workmanship, that results in complete motoring satisfaction.

## The New Buick Four is the Four of other years built to modern standard

# er Value than the New Buick Four



**$1295** for a full three-passenger Coupe, built to the Buick standard of excellence! As particular care has been given to details and finish in this as well as other Buick models, no owner could long fail to recognize that it leaves nothing to be desired as a business or professional car, capable of serving in whatever capacity or under any conditions one might expect it to meet. Its enduring quality, established by Buick design and construction, increases appreciation of its value the longer the car is run.

**$1395** does not seem possible for the Buick Four Sedan, known for the dependability of its mechanical equipment and its roomy, refined body. But Buick manufacturing plans, making the most of unusual facilities, permit Buick to offer such splendid transportation value. The Sedan provides power and speed, convenience and comfort, and possesses that greatest of all assets to motoring satisfaction—a capacity for continuous and dependable service, established through twenty years' broad experience.

## Vhat has been said of previous Fours is now being said of the New Four

*See page thirteen*

# Why Owners Persist in Buying Buick Motor Cars

In Lexington, North Carolina, Buick has won completely the family of W. A. Cox. Mr. Cox has owned three Buick cars since 1916, and as for his sons, Mr. R. K. Cox has owned three; Mr. J. A. Cox, four; Mr. F. M. Cox, three; Mr. T. C. Cox, three, and Mr. W. L. Cox now owns his first Buick. The above picture shows Mr. Cox and his sons with their present Buick cars

WHY do Buick owners invariably continue to buy Buick cars? There is but one answer. Because in Buick, year after year, they find the quality that insures owner satisfaction. Benefiting once by Buick ownership, they know that the serviceability to which they are accustomed can only be obtained again through the purchase of another Buick car. The experiences of old owners are told on these pages.

Having been the owner of four cars, the last two being Buick cars, Mr. James E. McFarlane, of Cumberland, Maryland, says there is nothing like the Buick

"Since 1906 I have owned nine automobiles, four of which were Buick cars, and it is with pleasure that I express my greatest admiration for the high and dependable qualities of the Buick car," writes Mr. James McNish, of Peoria, Illinois

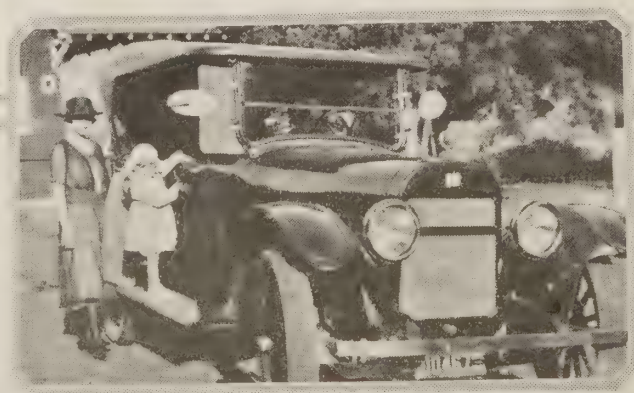
"I purchased one of your four-cylinder roadsters in 1918 and I still drive it. With the exception of tires, I don't believe I have paid out ten dollars for repairs," writes Mr. Gus Kirby, Kewanee, Illinois

AUTHORIZED Buick SERVICE

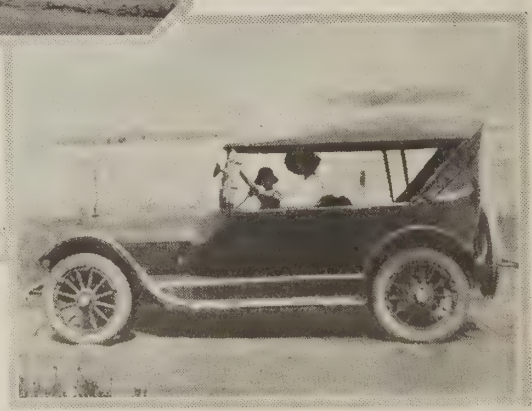
Here are the fourteenth, fifteenth and sixteenth consecutive Buick cars owned by the Doctors Palmer, of Holdredge, Nebraska. According to their book records, their total Buick mileage is more than 300,000 miles

AUTHORIZED VALVE-IN-HEAD Buick MOTOR CARS SERVICE

"This represents Buick Model 16, 1909, which I used for seven years," writes Mr. John C. Taggart, superintendent of the Carnegie Steel Company, Newcastle, Pennsylvania. "The general performance and conduct of this car so impressed me that I have never been able to see anything but Buick cars since. I have since driven a 1917 roadster, a 1918 roadster, and am now driving a Model II-Six-44 roadster"



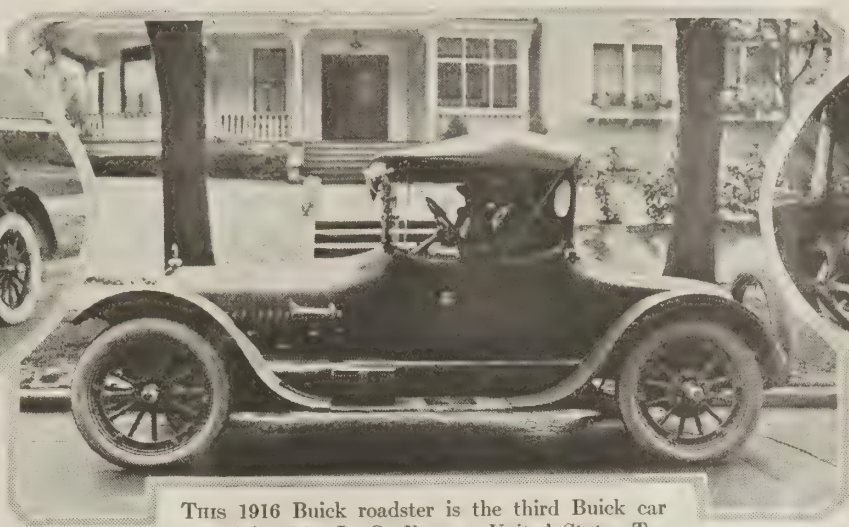
"I am now driving my second Buick, a 1922-Six-45, and it has never given me a minute's trouble. There are four Buick cars in our family," writes Mr. E. Truman Strong, of Moro, Oregon



"Having owned 1918 and 1919 Buick cars, my next car will also be a Buick. I have run the last one more than 14,000 miles and it is as good as when new," writes Mr. R. J. Borne, of Farmington, Washington

# Experience Leads to Continuance of Ownership

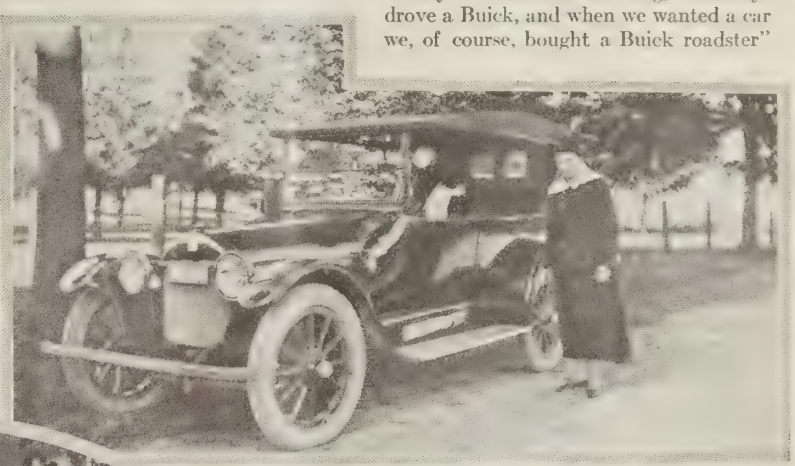
"This 22-Four-34 roadster is my fourth 'buy'—the three previous Buick cars being sixes," writes Mr. William Eskew, of Portsmouth, Ohio. "Really I like my fourth Buick the best of all"



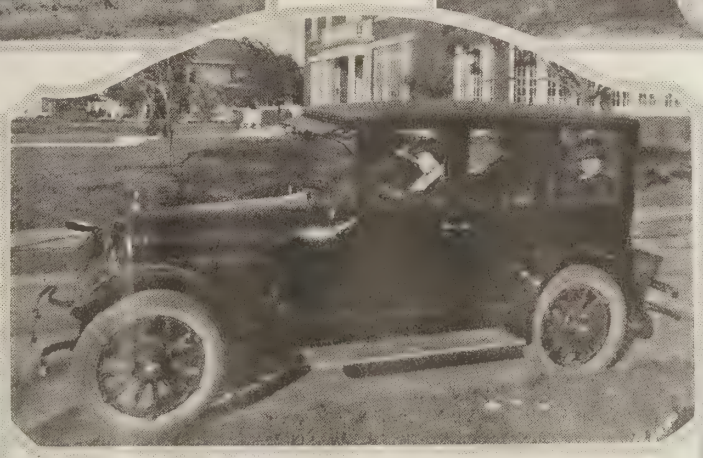
This 1916 Buick roadster is the third Buick car owned by Mr. L. G. Fenton, United States Tea Examiner, Tacoma, Washington. He is a "dyed-in-the-wool Buick booster"

"Mother and I have just come home from our first long trip all by ourselves," writes Miss Lucille Scott, of Fort Collins, Colorado. "We did not have a speck of trouble; we did not anticipate any for we have ridden many, many miles with Daddy. When he was living, he always drove a Buick, and when we wanted a car we, of course, bought a Buick roadster"

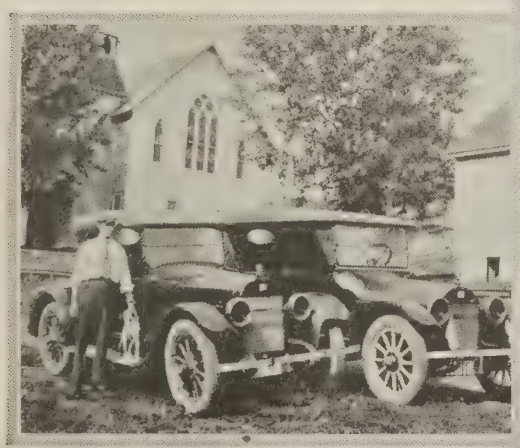
"The accompanying view shows my father, L. G. Yochum, his farm home and his 1918 Model 49. The 1916 roadster is my own," writes Mr. Lee A. Yochum, of Ashland, Nebraska. "Our first Buick was a Model 29, which we used exactly six years. My brother Charles owns a Model E-Six-45 (1917) touring"



This 1922-Six-45 is the seventh Buick owned by Miss Frances Tenny, of Milford, Michigan. There was no hesitancy on her part in choosing this latest car because of the satisfactory performance of the previous Buick cars

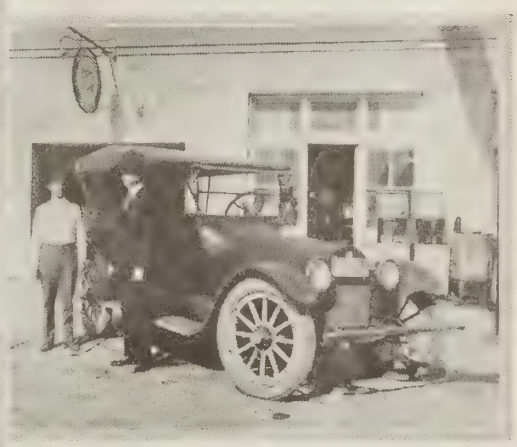


On the satisfactory serviceability of Buick cars during the last six years, Mr. and Mrs. J. V. Farnsworth, of Dallas, Texas, recently purchased this 1922-Six-47 Buick



Of these two Buick cars, the 1921-44 roadster is the third owned by Mr. D. Curt North, of Thomas, West Virginia. He writes, "I am safe in saying that in the Buick I get the greatest car value on the market, and the upkeep is very low"

In the immediate family of Mr. L. L. Manry, of Courtland, Virginia, there are four Buick cars. Mr. Manry, 75 years old, drives his roadster over rough country roads every day



Here is Dr. B. O. Works, of Brownsville, Texas, and one of the two Buick cars he owns. He recently returned from an 11,000-mile trip through the North

The three cars in this photograph are the latest additions to the seven Buick Valve-in-Head cars which have been owned in the past by the officials of the Wayne Machinery Company, of Fort Wayne, Indiana

# Buick Quality Year After Year Insures Values

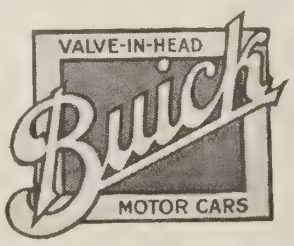
AND here are women drivers who realize that the Buick character of performance can only be matched by the serviceability of another Buick.

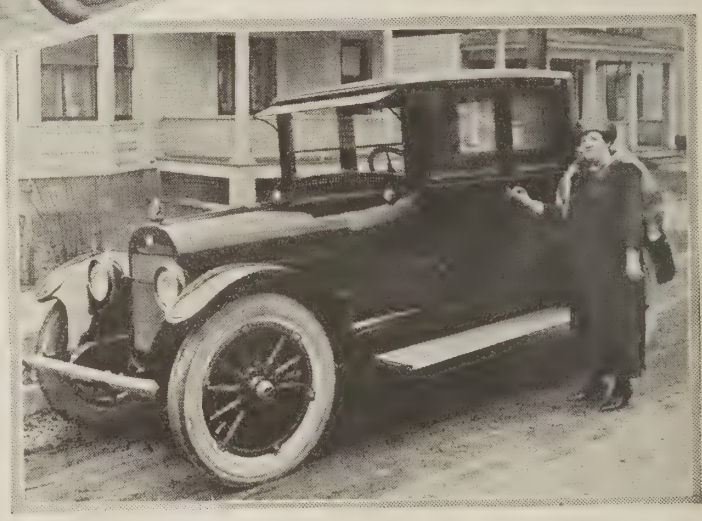
As AN outdoor woman, Mrs. Sadie Coulodon, of Los Angeles, says that this Buick, her second, is suited to any road, and emphatically assures her friends that her third car will also be a Buick

"EASE of control makes driving a pleasure for Mrs. French," writes Mr. E. H. French, of Winslow, Arizona. "In this second Buick of ours Mrs. French never hesitates to take long drives over mountain and desert roads, as she feels she can depend on the car under all circumstances"

NOT only because of this Model 50, but also because of several previous models, Mrs. P. R. Snell, of Buffalo, New York, says it is impossible to imagine improvement in the sturdy dependability of Buick

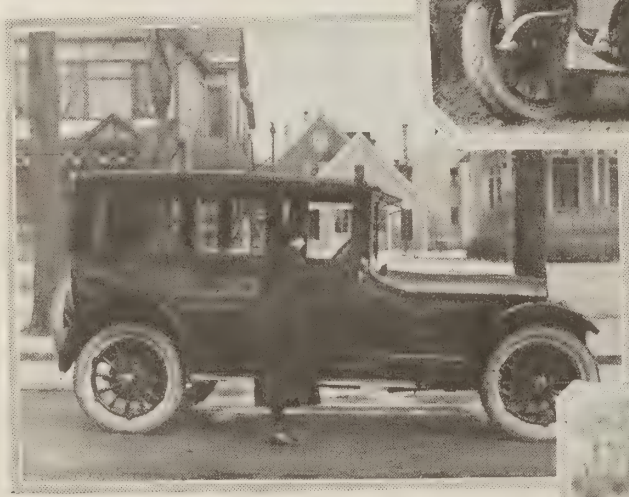
IN this fifth Buick she has driven, Miss Helen Pohl, of Buffalo, is about to take a mid-winter spin. Miss Pohl is generous in her praise of this 1921 model



BESIDES this new Buick 48 coupe, Mrs. Arthur J. Peck of Watkins, New York, has owned a 1916 Buick touring, which she drove more than 20,000 miles with practically no expense for repairs

"THIS is my third Buick and I would not want any other make because of such satisfactory service I have had from Buick," writes Mrs. F.W. Sachse of Hartford, Wisconsin

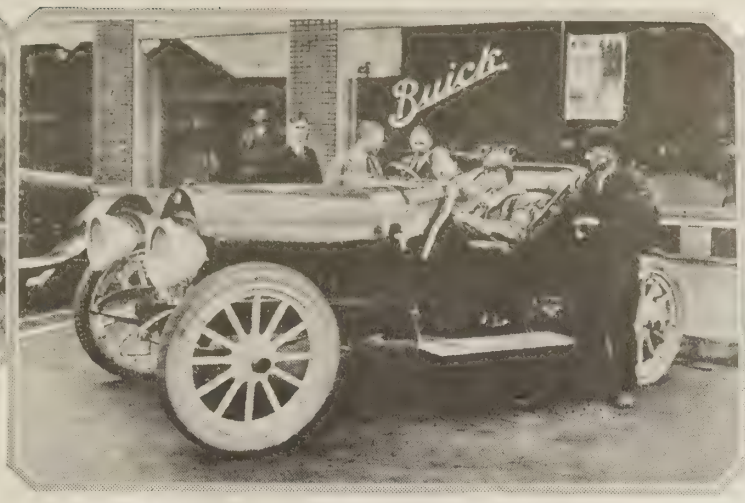


To Mrs. David Ellis, of Buffalo, New York, this 1921-Six-50, the eighth Buick in the Ellis family, is a revelation for power, comfort and control

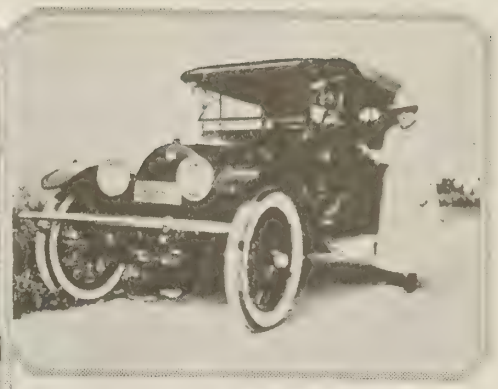
FOR the last three years, Mrs. Marx Baum, of Dallas, Texas, has driven seven-passenger Buick cars. Her latest is this handsome Model 50

NONE of the previous Buick cars she has driven, says Mrs. Rose Peters, of Buffalo, has equalled this Model 46 coupe

"My D-Four-35, of 1917, runs better than when I received it, and although I am planning to get a larger Buick next spring, I am loath to part with it," writes Mr. John Nelson, of Brooklyn, New York




In this Model 31, 1913 Buick roadster, Mr. and Mrs. Vernon W. Payne motored from Seattle, Washington, to Chicago. Mr. Payne wrote, "Buick for me; you can't bust 'em"



"I have had such good service from my 1914 Buick Four, I would not consider any other make of car," writes Mrs. E. G. Edwards, of Logansport, Indiana

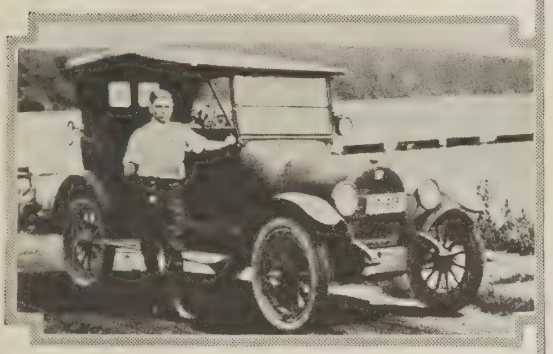
Formerly living in Charleston, Illinois, and now in San Diego, California, Mr. S. McComas travels between the two cities in his Buick Four of 1915

# New Buick Four Lives-up to Reputation made by its Predecessors

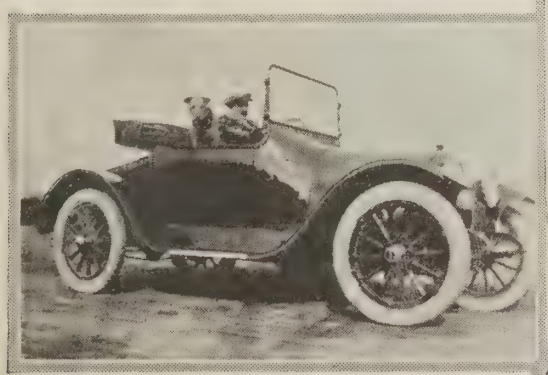
Fulfilling the promise for serviceability made by Buick Fours of other years, the new Buick four-cylinder car is held with high regard by motorists everywhere. In every respect it is reflecting the experience and knowledge gained by its designers and manufacturers in building Buick Valve-in-Head Fours for many years. It is proving itself to be everything that should be expected in a good motor car value.

VALVE-IN-HEAD Buick MOTOR CARS

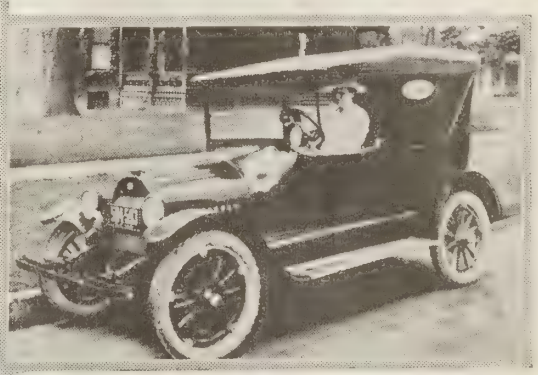
This 1917 Four, owned by Mr. A. E. Yallowich, of Buffalo, New York, has traveled more than 50,000 miles and "is good for many, many thousands more, for she grows old gracefully"



Here is another of the satisfied owners of a 1918 Buick Four, Mr. Fred W. Ruchte, of Lake Geneva, Wisconsin



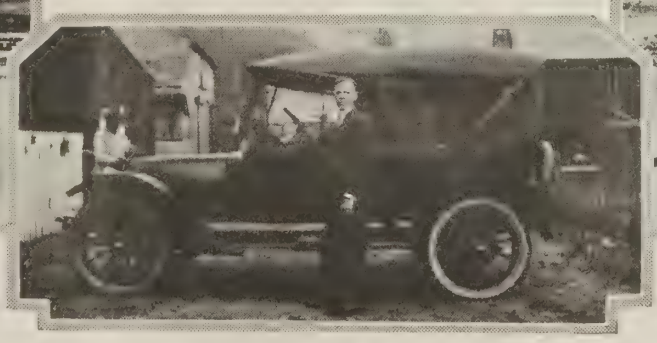
"My C-Four-36, of 1914, is running as fine as ever and I am sure will give me satisfaction for years to come," writes Mr. Walter E. Barton, of Somerville, Massachusetts



After driving this Buick Four of 1916 more than 26,000 miles, Mrs. J. B. Lister, of Syracuse, New York, is interested only in another Buick

"I am more than pleased with my Buick Four and service," says Mr. William Trautman, of Milwaukee

Up to the time this photograph was taken, not five cents had been spent for repairs on this D-Four-35 of 1917, by Miss Elizabeth Abbott, of Darlington, South Carolina

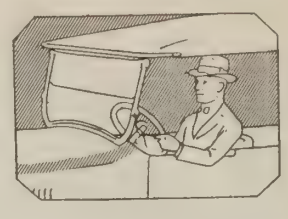


In the spring of 1914, Mr. Alvin E. Kochel, of Lititz, Lancaster County, Pennsylvania, bought this Buick and he says that it is as good now as it was then

This Buick Four of 1916 is still rendering Miss Mary E. Miller, of Syracuse, New York, absolute satisfaction. The fine appearance of the car is evidence of Miss Miller's pride in her Buick

# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars



## Keeping Wheels in Alignment

FRONT wheels should be kept in proper alignment to get the best results in steering and tire mileage. Cars, when they leave the factory, are carefully adjusted as to camber and "toe-in" of the front wheels to insure easy steering and long tire mileage, but these adjustments are frequently disturbed by car owners in permitting the right front wheel to collide more or less violently with the curb when turning around in the street or drawing up to the curb to park. It will prove an economical measure to the owner to check the front wheels occasionally to determine whether the alignment is correct.

In connection with the accompanying illustration, complete instructions are given for the checking of alignment of the front axle, alignment of front wheels, alignment of rear wheels with front, and front wheel bearing adjustment.

The front wheels are not alone in suffering from curb collisions. Very frequently car owners, in backing into a parking space, will bump a rear wheel with such force as to throw it out of alignment. It will not take much additional time for the owner when checking the front wheels to make sure that the rear wheels also are tracking properly.

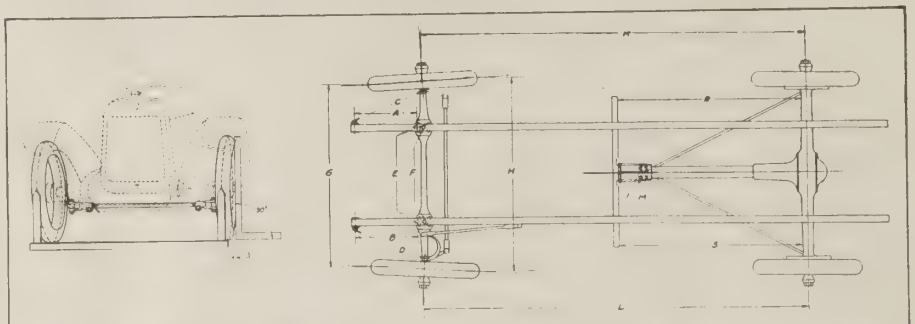
In addition to curb collisions, other factors may enter into the failure of wheels to travel their true course.

If springs are worn in the eye bushings, the wheels will not maintain proper alignment. When the owner is looking over the springs it is also a wise precaution to observe whether any spring clips are loose or broken.

Loose spring clips will almost certainly result in broken springs, which is a sufficient reason for careful examination of these clips by the owner.

Loose spring clips can also affect the travel of the front wheels through the shearing of the spring center bolt, which throws the axle out of alignment.

These precautions are quite simple and are fully worth while.



### Alignment of Front Axle

1. Make sure I-beam is not sprung.
2. Distances "A" and "B" should be equal.
3. Distances "C" and "D" should be equal.
4. If not, loosen clips "E" and axle can be shifted if center bolt "F" is not bent.

### Alignment of Front Wheels

1. Jack up front axle so wheels are free.
2. Check bearing adjustments
3. True up tires on wheels.
4. Mark center of tires as shown by heavy dotted lines.
5. Remove jack and press wheels apart at front to take up play in steering connections.
6. Check difference between centers of tires at front and back. "G" should be $\frac{5}{16}$ inch less than "H." If not, adjust rod.
7. Distance between tires should be less at ground than at top. Check both wheels as shown. Use a square on level floor and distance "J" should equal $\frac{7}{8}$ inch.

### Alignment of Rear Wheels with Front

Rear wheels should track with front, and wheelbase should check within ½ inch at "K" and "L."

Check as follows: Propellor tube on axle must be in alignment with axle housing. "R" and "S" must be equal; to correct, adjust strut rods at "M."

A bent frame will throw out track. See that side members are straight and parallel with each other within $\frac{1}{16}$ inch.

### Front Wheel Bearing Adjustment

Failures in front wheel bearings are generally due to improper adjustment.

To adjust, spin wheel, and turn spindle nut so it just comes tight, then turn it back from one to two slots in nut.

Wheel should turn from the weight of valve and may have a slight shake but it must never be tight. Do not confuse a looseness at kingbolt with a looseness in bearing.

## At the Crossroads

(*Continued from page 4*)

looked not at his pleading questioner, but over at Sarah Floyd, and into her eyes that did not flinch, nor make pretense of not having heard.

"There were a great many such times in my life," he answered.

"I knew there must be!" the youth cried. "I don't ask you to tell me about them."

"Sit down," invited Adsit, indicating a chair in which the eager interviewer could *not* come between him and a pair of approving eyes.

"I shan't make much of a job of it," he began, "I've had no practice in talking about what I've done. I suppose every lad determines to be rich when he is grown. It's part of the folly of youth, I daresay, to imagine that *being* rich is delightful. It isn't. But getting rich is—just as any other fight must be. I was a poor boy on a small farm. My first dollar was only half a dollar, and I earned it by driving home a hog." Sarah Floyd made a little startled movement.

"That day's the sharpest of any in my memory. It was a long way from Illsley's Corners to the farm of the man who bought the hog. I left home in the morning, about ten—Saturday morning it was, in November. About noon I pulled up by the road for a breathing spell and to eat the bite of lunch I'd brought. And down the pike came a man—" He hesitated. "I don't know how to describe him. He was different from any other man I ever saw, and yet as he talked he seemed like all the other men I had ever known. He stopped and sat down beside me at the edge of the road and asked me about myself and and where I was taking the pig. And I told him—well, about my ambition. I can see, now, just how he looked. 'They say there's a pot of gold at the end of the rainbow,' he murmured; 'but I've heard there aren't any *stores* there.' I was impatient of such childish talk, and he smiled. 'Go after it, old man!' he said. 'But don't hurry. The best things are the things you'll get along the way.'"

"Did you know who he was?"

"I learned—years afterward. He was Phineas Morton, the celebrated comedian. It was one of his pastimes to get into conversations with people he met."

Sarah forgot the *Cafe de la Paix*, the boulevards and Paris. She forgot her polite guide, who also had been frankly listening.

"And what," she asked, leaning forward and speaking as if from the first she had been in the conversation, "became of Bucephalus?"

It was not then that she told about *her* meeting with the Old Man. That came months later, when a flurry of snow had covered the park lawns with a coat of white and decked the trees with ice crystals.

"I have a tormenting recollection of having 'sassed' you that day," he said.

"You did," she admitted. "Horribly. But time has justified you. I am *not* a princess; and you seem to have succeeded Croesus as a synonym."

"I haven't!" he pleaded. "That's newspaper exaggeration. And if you're *not* a princess then the world has never seen one!"

"Thank you," she said smiling. "Once you were truthful but ungallant; now you are gallant and untruthful."

"And when did you stop looking for—for the—for the prince?" he asked timidly.

"Why, I *never* stopped," she declared. "Only, instead of looking for—for the kind of prince I meant then, I grew to look for the possible prince in every lad and for the princess in every lassie. And so——"

"And so you haven't any room left in your heart for a lonely, bewildered boy whose hair is turning gray, but who needs you more than he could ever have needed *anyone* years ago?"

"Hearts never lack room," she answered softly. "The more they let in, the more they want to hold."

**Selz, Schwab & Co.**
(Incorporated)
Main Office and Mfg. Dept.
Superior, Kingsbury & Roberts Sts.

Chicago, Dec. 27, '21

Mr. H. H. Bassett,
Pres. Buick Motor Co.,
Flint, Michigan

My Dear Mr. Bassett:-

Just a line of appreciation in return for your kindness in obtaining for me one of the best purchases in the way of an automobile.

The Buick is, without doubt, the outstanding car in the Automobile Industry today.

The service rendered at your Chicago Branch, under the very worthy executive ability of your Mr. Carter, is par excellent. It is so unusual to find an organization in the Automobile Industry today imbued with what might be termed a true Buick spirit to serve. All my dealings with your Company here have been of the pleasantest and not only Mr. Carter, but your Service Manager, Wm. Clause, is a man whom I consider the finest type for the position that he holds. He undoubtedly would come under the heading of "the right man for the right job," as he has learned his lesson to serve and serve well. On account of his personality and the service rendered to me, I have been instrumental in selling a few Buick cars, as I am thoroughly sold with the Buick policy from President to Office Boy.

Respectfully yours,

Austin Selz

A.S.

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UNIVERSITY OF ILLINOIS
MAY 4 1922

# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

MARCH 1922 S A COPY

*In this issue*—What Authorized Buick Service Means to Owners

# Nation-wide Buick Service Organization Insures Owners Uninterrupted Transportation

While the qualities that combine to establish Buick in-built serviceability make the need for Buick service the exception rather than the rule, nation-wide authorized service is maintained as a part of the Buick plan to insure the owner uninterrupted transportation.

AUTHORIZED Buick Service to owners everywhere is characterized by three things: promptness, efficiency and courtesy.

Promptness in serving Buick owners rests on the preparedness of the dealer and his close connection with the branch or distributor for his territory.

Efficiency in serving Buick owners from excellent equipment and generous facilities to serve.

Courtesy is a characteristic of Buick service mainly because of the unusually high caliber of men in the sales and service organization. These are the things that make "service" a word with a meaning significant to Buick owners.

As national as the distribution of Buick cars, Authorized Service stations are found wherever roads lead.

Authorized stations strengthen the security an owner naturally feels in driving a Buick, at home or on tour, and safeguard in the fullest measure an owner's investment in personal transportation.

## What Owners think of Buick Authorized Service

### "'Authorized Service' Means Just What it Says"

"JUST what it says," writes Chas. S. Baker, Pittsburgh representative of the American Book Company, in speaking of Buick service to owners.

Mr. Baker writes: "I am an owner of your 1921 five-passenger model, a very much satisfied owner, too. I have driven other cars, but the satisfaction gotten out of my Buick is such that the others do not compare with it. Seventy-five hundred miles with one puncture and not one cent for repairs!

"I want to commend the Buick service, especially of your Columbus agency and your Indianapolis branch. I find the dollar is of secondary importance and that 'Authorized Service' means just what it says, at least with Columbus and Indianapolis."

### Valuable Suggestions and Advice Appreciated by Owners

ANOTHER phase of service appreciated by owners is the willingness of the Buick dealers to offer valuable suggestions and advice for the operation and care of cars. This is brought out in a letter from E. E. Covert, of Monroe, Michigan.

Mr. Covert writes: "Having owned and operated five Buick cars, I feel that you are entitled to know of the satisfactory experience I have had with them.

"The reliability of my latest, Model 21-Six-45, has been unquestioned, having covered more than 12,000 miles the last year and never been in a repair shop. It has always kept going, there and back.

"The car has been consistently economical in gasoline, oil and tires.

"And I feel compelled to mention the very satisfactory service rendered by your local dealer, Sterling O. Dusseau, who is always ready and willing to offer suggestions and advice to the benefit of owners."

### Promptness of Buick Service Satisfies Owner

TYPICAL of the letters received from owners who appreciate Buick promptness in attending to orders for parts for cars of previous years is this one from James Hall, Jr., of Cornfield Harbor, Maryland, to his dealer, Stanley H. Horner, of Washington, D. C.

Mr. Hall writes: "The insert for the carburetor you sent me fits O. K. so I suppose the carburetor on my D-35 must be of the same size as the one furnished on E-35.

"Please accept my thanks for the promptness with which you filled my order, and I wish to say that I do not think your service can be beaten by anyone, anywhere. I take pleasure in recommending it to my friends who use Buick cars.

"The Buick is a wonderful car. We drive ours everywhere over all kinds of roads and it always goes and comes home without any trouble.

"It has made 50,000 miles in four and a half years and it has never been in the repair shop over one day for repairs that I could not make myself. Thank you again for your fine service," says Mr. Hall in closing.

*Additional evidence of Buick in-built serviceability will be found on page 14*

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

Subscription rate, Fifty Cents per year.
Mailed under third class permit.

E. T. Strong, *Managing Editor*

Vol. X No. 3 March, 1922

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Flint, Michigan, U. S. A.

# Queen Victoria Jackson

By HELEN S. WOODRUFF

FROM the barn of the Lee plantation the loudly singing voice of Mrs. Queen Victoria Jackson reached her offspring. He stopped short, for well he knew that when his mother sang church hymns loudest she was the angriest.

"I dassn't," he announced in a frightened whisper.

"Why not?" Betty Lee asked, her eyes still dancing with contemplated mischief, her golden curls bobbing as she continued her way forward upon elfish tiptoe.

"She'd warm my settin' position," Rochelle Salts Paregoric Jackson quavered. Heir apparent to the Jackson misfortunes, the pickaninny rejoiced in the name because of his mother's gratitude towards the two steady friends of his babyhood.

"Drumsticks and rabbits-foots!" Betty exclaimed contemptuously, continuing toward the barn.

The wild chanting ceased at their approach and the barn door was suddenly filled to overflowing with an ocean of blue gingham, a broad face above it. Mrs. Jackson was good and mad and every inch of her avoirdupois quivered with the fact.

"Chillens," she commanded, "is you thu wid yo' kittycazism?"

The children nodded assent.

"Den come on in here and hitch up Vaginny. I'se gwine to town to git myse'f and Napoleon a deevorcement, I sho is! Ain't gwiner stan' his foolishness no longer even ef he am a preacher!"

From the shadows of the barn Napoleon now stepped out. "Honey," he pleaded, his thin little hands held out as his bent shoulders were lifted and he looked up at the fat woman towering above him, "fo' Gawd I wo—"

"Doan you 'honey' *me*!" Queen Victoria snapped. "From now on I'se a puffect stranger to *you*! I done los' my taste fer you, dats what I has; and 'sides dat you and dat low-down yaller gal is gave me plenty of backgrounds fer a real ladylike deevorcement!" And sailing from the barn she hurried toward her cabin, Napoleon meekly following.

The children drove Virginia around to the cabin and Mrs. Jackson clambered in, and with the ministerial Napoleon seated dejectedly beside her, she drove toward the office of the Justice of the Peace.

Justice Johnson sat just inside the glass-fronted country store playing his favorite game of hit or miss with the village spittoon. Virginia backed and filled, walled her eyes wildly around at her driver, then responded to the bit with a temperamental jerk which sent Napoleon lunging forward against the dashboard.

Lumberingly, Queen Victoria removed her two hundred pounds from the creaking vehicle, and taking Napoleon by his skinny elbow, guided him up the steep wooden steps.

The village idlers watched the scene with cow-eyed interest, their jaws continuing to work rhythmically.

Justice Johnson slowly rose. He felt more interest than the rest for the proceeding would doubtless mean several dollars easily earned. At their entrance he had taken a pad and pencil from his desk and now drawled:

"Wall, Queenie, what's your objection to this here handsome buck accompanying you?" The justice derived a large part of his income from the fictitious divorcing of the plantation negroes and seldom wasted time or words in drawing up the necessary papers.

"Marse Johnson," the applicant said solemnly, "I ain't got but *one objection* to dat bow-legged rascal, but dat objection civers his entire pusson!"

The justice nodded, writing upon a sheet from the pad: "Incompatibility of temper."

"And you, Napoleon—have you got anything to say fer yourself?"

Napoleon opened his lips to speak, but as usual a torrent of words from his better half drowned him out.

"He better not have nothin' to say!" she snorted. "Ain't I seed him with my own naked eye a-cowketin' wid dat yaller gal who doan even *try* to git deevorcements but marries *when*ever and *how*ever she pleases? Ain't I seed him a handin' her puffectly good bokays of vegetable? And dis mornin' didn't he tell me dat he done *los*' his las' month's wages? And dat brazen varmint wearin' new *shoes*—*screekin*' shoes at dat!"

Justice Johnson gave Napoleon a keen glance, added "Infidelity" to the paper, folded it, and handed it to Queen Victoria.

Her black fingers closed over it eagerly, and beaming, she let go of Napoleon's arm.

Tears filled the little man's eyes, and with pleading of a dependent nature upon a stronger one—one which had provided him with "good vittles" for many years,—Napoleon said: "Queenie—honey, honest if you'll jes—"

But he got no further. Mrs. Jackson stood over him, her indignation flaming. "I am *Mrs. Jackson* when you takes yo' hat off to *me*! I'se a green widder-lady wid dis paper in my hand and I ain't gwiner stan' fer *no* man famaliarizin' wid *my* christmas-name! I'se *thu* wid you foreber!" And turning she would have lumbered from the room, but Justice Johnson's drawling voice detained her.

"Queen Victoria," he said, "I charge ten dollars fer that there paper."

The woman shot a glance of fire at the quaking little darky standing before the Bar of Divorce, then walked calmly through the doorway, remarking:

"Let him what's at fault throw de fust dollar!" Justice Johnson turned his eagle eye upon Napoleon. "You've heard the petitioner's suggestion," he said.

Napoleon shifted his weight from one delapidated foot to the other. He scratched his head. "Well, Boss," he finally answered, "bein's as Queenie tooken all my cash fer alimunny befo' we lef' home I reckon I gotter ax yer to wait on me a leetle while please, sir, yes sir."

The justice nodded.

Virginia ambled up the dusty road, Queen Victoria enthroned all alone upon the phaeton's sagging seat, while Napoleon plodded along just behind.

That night it was drear and lonely in the chill cabin where Napoleon knelt, his bible

Virginia ambled up the dusty road, Queen Victoria enthroned all alone upon the phaeton's sagging seat, while Napoleon plodded along just behind

open upon the rickety cane-bottomed chair in front of him. But lights shone from Victoria's cabin across the way, and the gay music of strumming banjos and dancing feet reached him.

"Oh Lawd," he earnestly prayed, "rescue dat poo' maluded sinner, Queenie Jackson, from de gnawin' perils of her ways. Widout *me* to guide her feets in de rambulatin' paths of Christian-and-devil her conduct am gwiner become a sore-eye to dis here community. Her foots am dis ve'y moment fallin' from Grace—and *dat* wid my poo' leetle Rochelle a-lookin' on at her awful worldliness! Scatter her udder gemmen frien's like chaf befo' de wind —an—'an'—"

A great sob choked him. Getting up, the shivering darkie took a piece of paper, wrote thereon, slipped it in an envelope with a dollar bill, then tied the whole to a bunch of beets.

Stealthily he stole out, crossed the road and laid the offering on the door step of his hilarious divorcee. Later, when the music had ceased and her light had gone out, her dark face snored upon a white pillow; but Mr. Jackson sat wrapped in thought.

Finally he made up his mind to do it! Tucking the banjo of his unregenerate days beneath his arm he again left his emberless hearth, and as the moon stole up over fields of cotton and waving corn he took his place beneath her window, adjusted his stiff old fingers to the banjo's two remaining strings and in a cracked voice sang:

"Oh er *my* gal's like a ripe buck-eye,
Roll Jordan, roll!
Oh er *I'se* gwiner lubber till she die.
Roll Jordan, roll!"

The flowered curtains parted. The moon caught the gleam of two whites of eyes.

"My gal's like a—"

"Scat!!!" a voice reached the trilling troubadour, and a big flat shoe just missed his wooly head, "My Lawd, but de cats is sho' waulin'!!!"

The curtains came together—and all was still.

Crestfallen, Napoleon crept back to his lonely bed; but during the following sleepless hours he laid his plans well and deep.

The next morning Betty was out and down to the negro quarters just as Mrs. Jackson appeared in her doorway. It was Sunday, and through the plantation there ran a thrill of happy expectancy. Going to meetin' meant much to these simple folk. "Why Mammy, what's this?" Betty asked, holding aloft the beets with their appendage.

Mrs. Jackson showed her interest. "Read what it say, Babychile," she requested, removing the dollar bill from the envelope and promptly stuffing it down her stocking.

Betty laboriously spelled out the words in Napoleon's scrawling chirography.

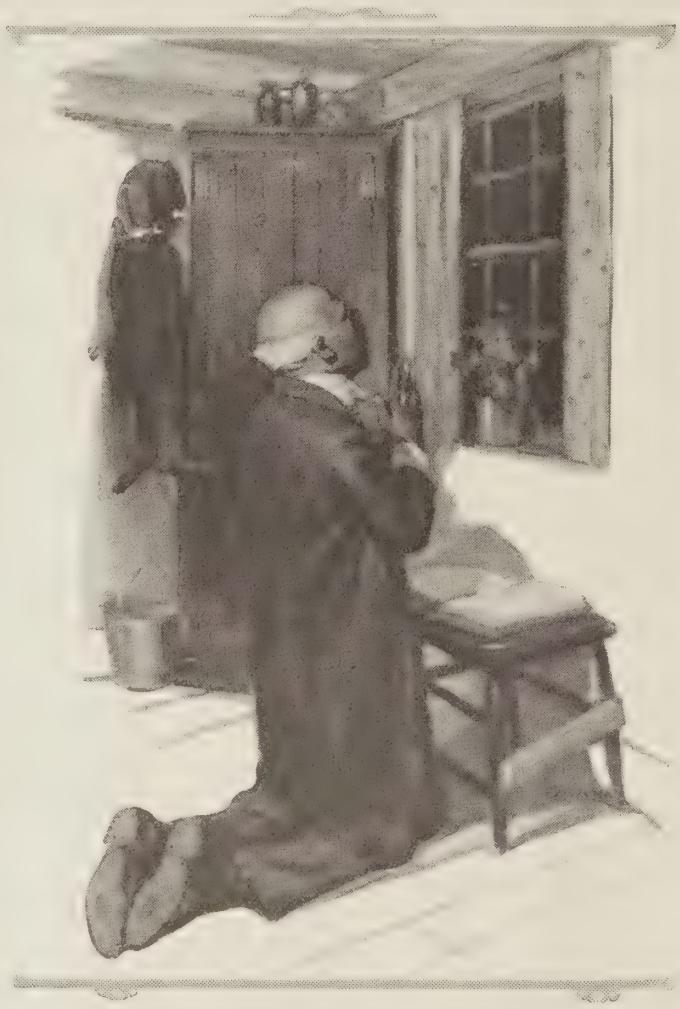
"Roses red an' villets bloo I sinds this 'In God we trus' to you. Pleeze Mis Jackson marry me, Ise garl-darned lonely as kin bee."

Queen Victoria's fat sides shook. An undulating wave of delight circumnavigated her globular person. "Now ain't dat jes like po'try?" she asked proudly. "I declar' dat leetle nigger's brains is bigger dan his belly an'," with a reminiscent, almost fond look in her eyes, "brains '*peals* to *me* eve'y time! I feel like my courtin' days has been born agin'."

"But Mammy," Betty asked, "what does it mean? You and Uncle Nap are already married."

"Who? Us? No chile. We'se been puffect strangers since yestiddy at two o'clock —but I declar sech billydoodles does make my heart feel right ticklish!" and she giggled into her big hand. Then seeing Napoleon's wizened face watching from his open window she announced loudly: "But nothin' doan affect me, no sah! I'se a green widder-lady, I is, wid forty-'leven-dozen gemman's moufs jes a 'waterin' fer *my* cookin'!" recalling her triumph of the evening before when all the beaux of the plantation had flocked to her hearth-stone where a possum simmered and the smell of roasting apples had reached them from afar. "No no-count nigger's notes interests *me*!"

A bell rang out through the crisp air, and taking her offspring by the hand, Mrs. Queen Victoria Jackson now made her way towards the little church upon the hill. Slinking along just back of her might be seen the shadow of old Napoleon, his pleading eyes glued devotedly to her broad back.



It was drear and lonely in the cabin where Napoleon knelt

Finally he spoke: "Queenie—Honey," he said. But unheeding Queen Victoria swept majestically forward.

"Mammy, Pappy spoke to you," Rochelle Salts said, dragging upon her hand.

She yanked him forward. "You ain't got no Pappy, Boy! You is jes a souvenir of a mistake I made and dat dar nigger man a-walkin' behind us ain't nobody atall!!"

"Queenie—honey—Mrs. Jackson—"

"Ain't no use strangers tryin' to pick *me* up!" Mrs. Jackson announced to the blue above her. "I knows so many gemmans dat's a-hankerin' after *my* cookin' dat I ain't got room to know no more!"

"Wife dat has been—friend to *be*!" Brother Jackson pleaded hopefully.

But by now they had reached the church's enclosure and Brother Jackson entered and solemnly took his place in the high pulpit. In his eyes there gleamed a determination. It fairly radiated from his whole small person. His voice boomed out; and pouring from his inspired lips there came fiery words which sent an electric thrill through his audience and made Appolonaris-like prickles run up and down their spines. Mrs. Jackson began to rock back and forth. Tears of repentance filled her eyes. She recalled the hilarious scene in her cabin of the night before and trembled for her soul's salvation.

"An' de Lawd say in de 'Piscopalians of Romans and de twooty-tooth verse of Spasms 'Her what shakes her foot in dancin' shall be lost!'" Brother Jackson thundered.

"Oh Lawd, save my soul!!" Queen Victoria moaned. "Have mercy on a poo' sinner fell from Grace!"

"An' verily I say unto you unless you gits born agin, gits religion and *comes thu*, fire an' brimstone will claim you. Amen!"

"Show me de light!" wailed Sister Jackson, her high-pitched voice sounding out above the staccato moans and groans and amens of the rocking congregation.

"Dar am some ladies," Brother Jackson went on, "what thinks in deir worldiness dey kin kick de face of Providence, git rid of deir mates and keep on in deir evil ways. But woman was made fer man and de piperation of de yearth wid his offspring. Her who gits a deevorcemint am a' hangin' over Hell jes waitin' fer 'a flame to lick her into eternity!"

"Oh save my soul!!" Mrs. Jackson moaned.

"Save her soul!" the congregation echoed Mrs. Jackson.

"She who leaveth de husban' of her bosom am *lost*!" screamed the exhorter.

But by now Queen Victoria Jackson's emotional nature had stood about all it could; and rolling off the bench upon which she had been seated she stretched herself out at full length upon the floor.

"She's comin' thu—She's comin' thu!!" the mass of swaying, sweating negroes screamed, "Glory! Glory! Glory!"

Queen Victoria lay very limp and still, and suddenly a nervous apprehension seized Napoleon. Descending from the pulpit he bent above her. "Sinnin' sister," he said unctuously, "de Lawd forgibs you. Take up thy bed and walk."

But Sister Jackson continued to lie absolutely still. Even the violent heaving of her bosom had ceased. Suddenly an ashy hue of fear overspread the features of Mr. Jackson, and forgetting his dignity as her spiritual adviser he fell upon his knees by her side. "Queenie," he whispered, "Honey, is you all right? Speak to yo' ole man!"

The prostrate form gave a mighty flop which almost upset him, then her mumbled voice reached him, though her lips and closed eyes did not move.

"Leave me 'lone, nigger. I'se unconscious and doan even hear what you say! I'se *comin' thu*!!"

"Hallelujah! Hallelujah!" Napoleon shouted, jumping to his feet. "Joy on high, leap fer glee, and let her *fly*! Sister Queen Victoria Rose Amelia Jackson has done been brought into de Fole agin!"

"Glory! Glory! Glory!" sing-songed the congregation.

"Hallelujah, my sins is washed away!" screamed the unconscious one stretched upon the floor; then scrambling to her feet Queen Victoria threw her arms about the neck of her minister. 'Glory! Glory! Glory! I'se got de Lawd Jesus!!"

Napoleon looked happily up into her eyes, ecstatically submitting to her mighty embrace. "An—an' you gwiner come on home an' cook my Sunday chicken, Honey?"

At his words a coyness filled the heart of Mrs. Jackson. "How come I gwiner be a' cookin' fer a puffect stranger?" she asked mischievously, "when *I* cooks I cooks fer a *husband*." (*Continued on page 13*)

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

OWNERS appreciate more than ever before the extent and nature of the dealer service that should accompany the purchase of a motor car. Service has become a consideration of major importance and few are the cautious buyers today who do not give careful thought before purchasing, to the elements that enter into satisfactory service.

What in other days might have been quite incidental to the sale of a car is now a necessary and fundamental part of a sale. Not only does the buyer expect a car that is scientifically engineered and efficiently manufactured, but in addition he makes certain that the car will perform satisfactorily under normal use and care and that the organization marketing the car is capable of rendering competent and economical service.

In other words, the buyer feels that he should not only get a car mechanically sound but also the means of safeguarding his investment—the protection afforded by a service organization as efficient and thorough as that of the manufacturer producing the car.

* * *

MANY years ago Buick realized that the time was coming when the availability of competent service would be a matter of great concern to the buyer of a motor car and that the sale of a car would involve more than mechanical excellence, pleasing appearance, as well as features that make for convenience and comfort.

The car that would meet with favor would be the one that was properly designed and built, and, what is more, safeguarded by a great and co-operative service organization.

From that idea, which began to take form years ago, the present nation-wide Authorized Buick Service organization has developed.

While we have been going ahead building the best car we knew how according to basic principles of good design and engineering, we have also been building up a service organization on the principle that an owner actually expects to buy uninterrupted transportation rather than just a motor car.

Authorized Buick Service approaches the conception we had of what it should be. It is more extensive in its nature and distribution than it ever was before, but, like the Buick car itself, we hope to improve it each year, keeping well in advance of the demand of the hour.

The serviceability of the Buick car is well known. One has always heard of its good qualities, of its dependability, of the great power furnished by its Valve-in-Head motor, of its ease of control, of its economical operation, of all the things that make it the standard motor car value. And in recent years, one has heard of the Buick service policies, which have been shaped into an effective system of owner protection.

* * *

SERVICE naturally begins with the design of the car and follows closely with its manufacture. The car must be right before it passes into the hands of the owner. The burden of manufacturing responsibility, as records show, has always been successfully met by the Buick Motor Company.

After the service built into the car comes the service to be rendered when the car is in use. In the Buick organization this is the service carried on by the thousands of authorized service stations located everywhere.

Buick service is classified under the following headings:

1. Parts manufacture and distribution.
2. Efficient mechanical service on the part of the dealer.
3. The spirit of the organization.

These are the three general phases in any organization serving the owner—of any organization endeavoring to insure an adequate return on the owner's investment. Let us consider each briefly in connection with the Buick plan.

* * *

BUICK parts for cars of other than current models are manufactured in a special plant, built to the same specifications and of the same material as the originals, and with the same machinery, jigs and fixtures used in factory production.

These parts of standard quality pass to the service department, where they are carefully packed and shipped to the Buick branches and distributers. The parts are then forwarded to dealers.

Parts requirements are scientifically checked. Special travelers are in constant touch with dealers, inspecting parts stocks and suggesting methods of handling and ordering. The best and latest systems devised are adopted to make it possible for the dealer to supply a needed part in good condition and quickly.

As for mechanical service, the department under the supervision of men having wide and varied experiences particularly fitting them for the work, is responsible for the knowledge and facilities of the dealer for handling repair and replacement work in a manner that would pass the rigid Buick factory inspection. For many operations special tools and machines are required. The department works with the dealer to see that he is equipped proportionate to his anticipated needs.

And in much the same way the factory department, directly and indirectly, shows a close interest in the spirit of Buick service stations and their employees. Mainly because of the caliber of dealers, Buick service has been characterized by courtesy, willingness, thoughtfulness, co-operation, all of the things that make it a pleasure for an owner to deal with an Authorized Buick Service station.

* * *

THE Buick service organization has been raised to its present high standard through the complete co-operation of dealers with the factory. Individual stations are linked into one great chain, any unit of which is anxious to make an owner glad that he purchased a Buick.

Buick service stations are identified by Authorized Service signs, emblems which are furnished, but not forgotten, by the Buick service department. When an owner patronizes a dealer who displays an Authorized Buick Service sign, he may feel assured of receiving the highest grade of service.

The service emblem does not necessarily obligate the dealer to provide labor or material without charge. The average owner is always willing to pay the usual service charges, because he feels that he is getting better work in less time than he could procure elsewhere.

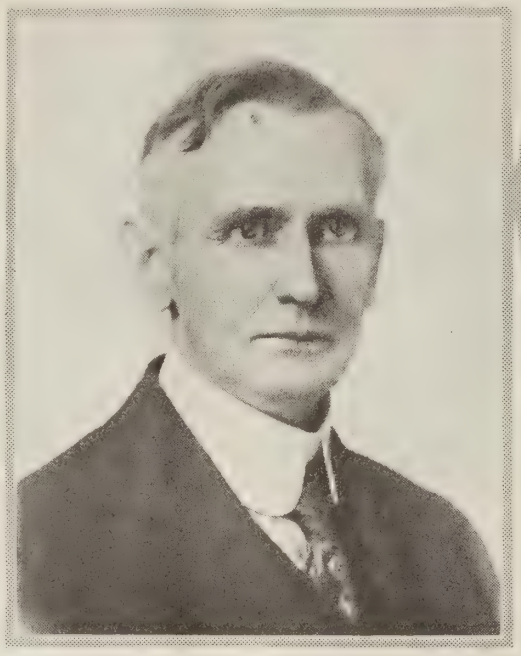
And so it is that Buick service is an integral part of the sale of a Buick. The buyer gets an unusual value in uninterrupted transportation—a car that is mechanically correct combined with a service that safeguards its quality in the fullest measure.

# MEN YOU SHOULD KNOW ABOUT

## ARTHUR W. CHASE, *Chief Body Engineer*
## KINGSTON FORBES, *Assistant Body Engineer*

FOR many years Buick bodies have been as well known for their quality as Buick Valve-in-Head motors. The bodies have always been well built, carefully manufactured of excellent material, and of a design quite in keeping with the sturdy chassis.

The bodies of the current models are splendid examples of Buick skill, reflecting the craftsmanship that builds useful things in a beautiful way.



Arthur W. Chase, Chief Body Engineer, a designer inheriting the best tradition of coach craftsmanship

Kingston Forbes, Assistant Body Engineer, who has specialized in body engineering and its allied arts

Arthur W. Chase, chief body engineer, was a descendant of craftsmen and himself attained craftsmanship through long years of practice and study in the designing and building of carriage and coach bodies.

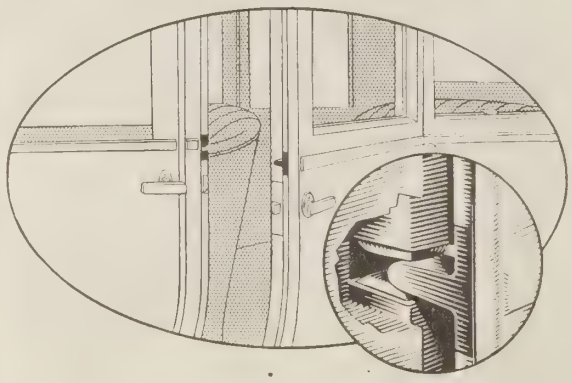
Soon after he was graduated from the South Amesbury (Massachusetts) High School, he learned the carriage maker's trade in his father's factory, where he became thoroughly acquainted with all the different phases of the business.

Having an inherited liking for the art of building beautiful and dependable bodies, and also a natural inclination for drawing, Mr. Chase gradually became skilled in designing and drafting carriages. And soon he planned a great many carriages for nearly all the prominent carriage builders of Merrimac, Amesbury and Boston. For ten years he did practically all the special designing for Kimball Brothers' Company, custom coach and carriage builders, of Boston.

Shortly after he joined the Racine Wagon and Carriage Company of Racine, Wisconsin, in 1902, he was convinced of the great possibilities of the automobile and he accepted a position with the Pope Motor Car Company, Toledo, as body engineer and designer. And a few years later he came to Flint as body engineer and designer for the Buick Motor Company.

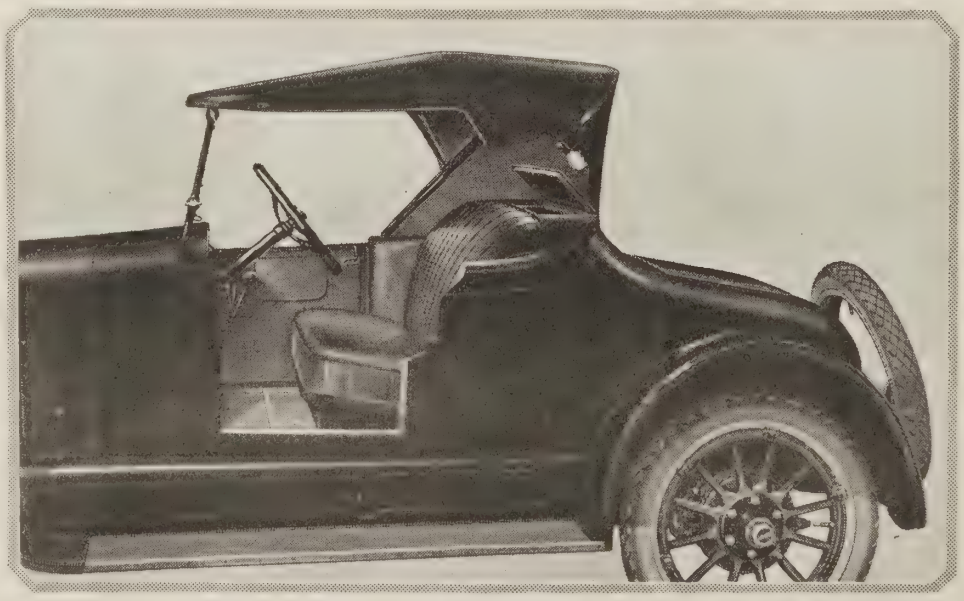
What the craftsmen before him contributed to the development of the carriage and coach bodies, Mr. Chase has contributed to the motor car body. To this modern means of conveyance he has brought much of the tradition that made carriage bodies substantial, beautiful and comfortable.

Joining Buick when the Buick spirit was largely in the period of formation, he has grown with Buick and season after season has executed in Buick bodies the conception of beauty, strength and use fulness.



The door construction on the Buick Four sedan is an example of the care with which bodies are built and the attention to details. Notice the solid steel lug on the door. When the door is closed this lug fits into a slot on the door post. It is held firmly in place within the slot by means of two heavy pieces of metal. This device holds the door rigid and prevents it from rattling. This is a feature on all Buick closed cars

In the illustration below is shown the latest effort of Buick body engineers in designing a roadster body that is in every respect beautiful and at the same time comfortable. In its arrangements and details it makes the most of this personal type of motor car



Notice the wide comfortable seat and the convenient storage compartment back of the seat of this roadster

A few years later Mr. Chase, the pioneer body craftsman, was joined by Kingston Forbes, as assistant body engineer.

Mr. Forbes brought with him the tradition of fine engineering. Born in London, England, he became greatly interested in things of a scientific nature. He took special courses in mechanical engineering and chemistry both in England and in America and acquired a varied experience in machine shop practice and tool designing.

After he had gained additional experience in industrial efficiency and engineering, he realized the great opportunity for specialization in designing and building bodies for motor vehicles.

And he soon became a member of the Buick engineering department, specializing in body engineering and its allied arts, trimming, top design, painting and sheet metal work for Buick Valve-in-Head cars.

From the combined efforts of the craftsman and the engineer have come the present Buick bodies—products as distinctive in their line as the Buick Valve-in-Head motor is in its field.

The body engineer strives for three things.

1. Strength. The body must be so designed as to withstand the strains attendant on rough going.

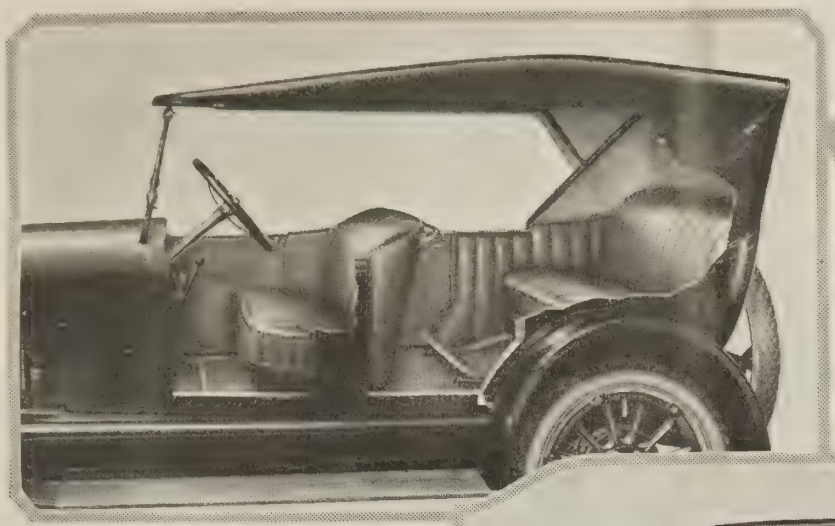
2. Spaciousness. Interior room must be provided without increasing unduly the proportions of the body.

3. Convenience. The body must be readily accessible, comfortable, and equipped with the essential things that contribute to satisfactory motoring.

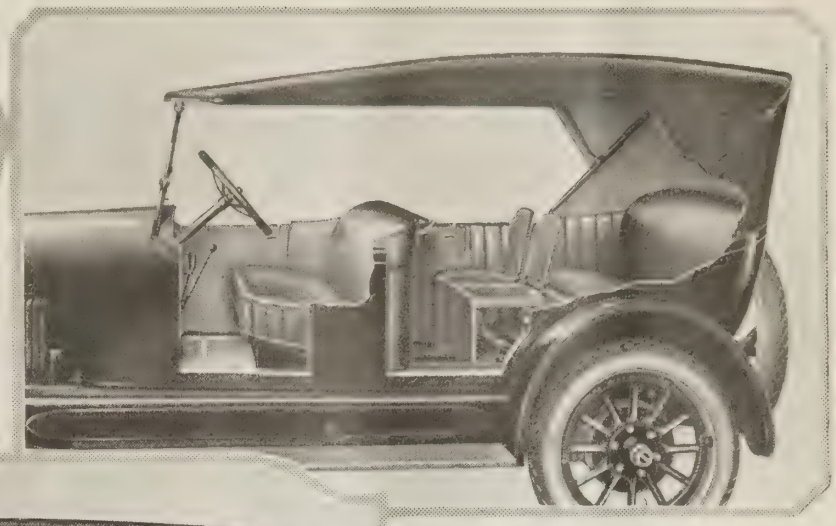
Full accomplishment of these things demands both skillful designing and exceptional manufacturing. With the experience and knowledge both Mr. Chase and Mr. Forbes have to their credit, and with the facilities of the special Buick body plant at their disposal, their success in building bodies has naturally been great.

Take, for instance, the point of strength. Buick bodies have always been known for their stability and rigidness and distinctive ability to yield to strains without weakening.

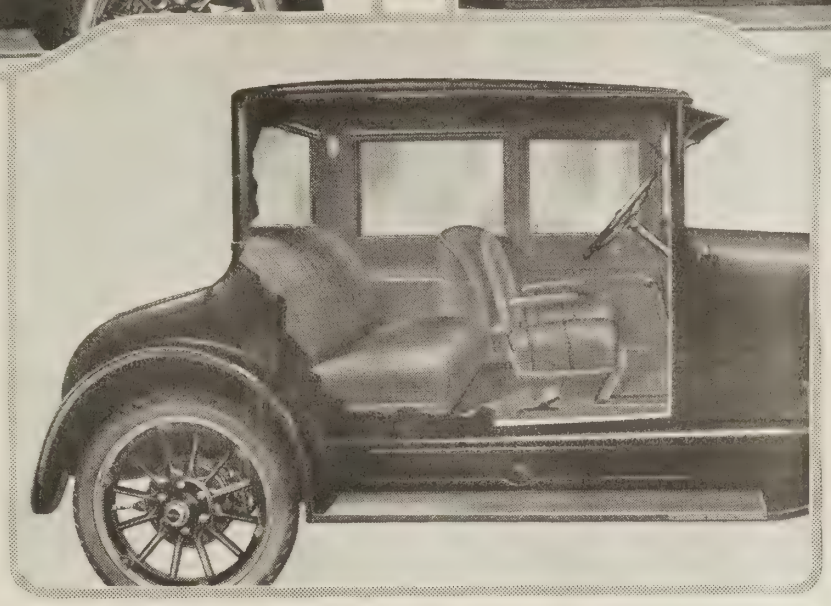
While all the units have been balanced and properly related, so that the body is substantial in its entirety, the door is a good illustration of a unit that undergoes unusually hard strains and use.



In the driving compartment, the seat is of great depth and the rear seat is of full three-passenger capacity



Two extra seats in the seven-passenger tonneau are comfortable and convenient and easily folded away



In this full four-passenger coupe, the fourth and folding seat is deeply cushioned, with comfortable back and arm rests

Not only has particular attention been paid to the design of Buick doors, but a great deal of care is given to their manufacture.

In the first place, Buick doors and body posts are made only of the finest northern gray elm procurable. Timbers are cut and dried for many months before being shipped to the Buick plant, where they are cut into stock dimensions and air-dried for a considerably long time. Then they are placed in huge kilns where the last traces of moisture are withdrawn from the wood.

From the cutting of the lumber to the attachment of the door on the body, the most efficient system of manufacture it has been possible to devise is closely followed.

And so it is with the rest of the body. Through the use of good material and good design, strength, spaciousness and convenience are obtained.

Mr. Chase and Mr. Forbes have given a great deal of thought and study to the spaciousness of Buick bodies. In each of the particular types a generous amount of room will be found.

In the roadster, for instance, there is a spacious driving compartment with a wide comfortable seat. And there is a convenient storage space back of the seat as well as under the rear deck, which is dust-proof and readily accessible.

The other open models are just as liberal in all their proportions. The seats are of great depth and the floor space is not cluttered. In the seven passenger car, two folding seats—and comfortable seats, too—are provided. When they are not required, they may be completely folded away.

The closed models are also wonderful examples of spaciousness and comfort in motor vehicles. The driving compartments are remarkably free and head room is ample, despite the low appearance of the cars.

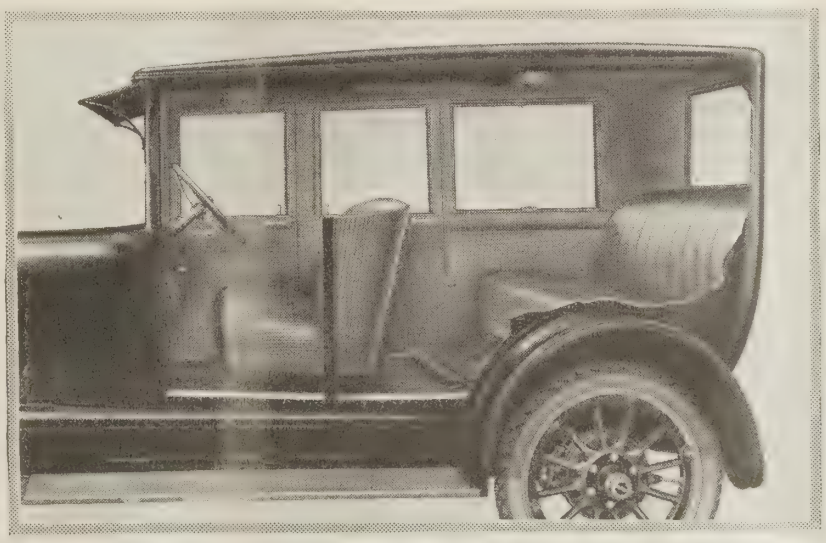
Just as Mr. Chase and Mr. Forbes have provided strength, spaciousness and convenience, so have they kept in advance of the usual trend in body design by supplying the equipment and conveniences that add to the pleasure and comfort of motoring.

The interiors of the closed models are handsomely done and the cars are complete in all the finer appointments essential to comfortable year-'round service.

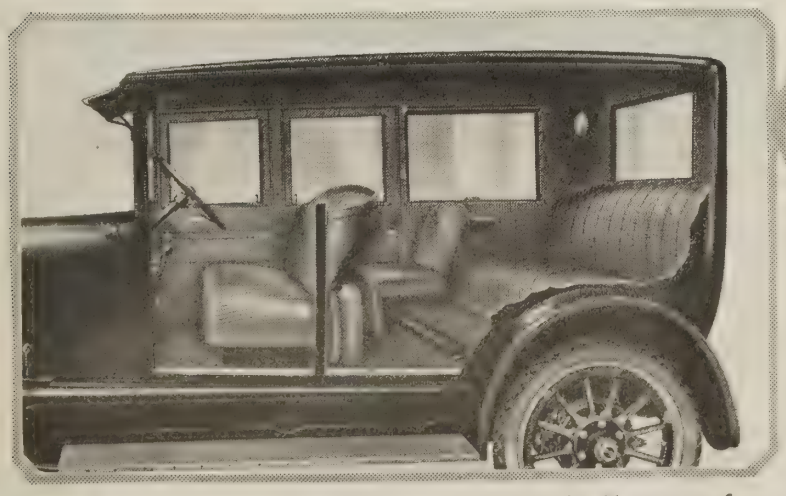
In all their details it will be found that Buick bodies reflect the efforts and energies of the guiding engineers, who have for their disposal exceptional facilities for experimental work and manufacturing.

Bodies in many respects are very similar to working parts of the car in that they must be designed and built in proper relation to the chassis. They must be tested and proved the same as other co-related parts.

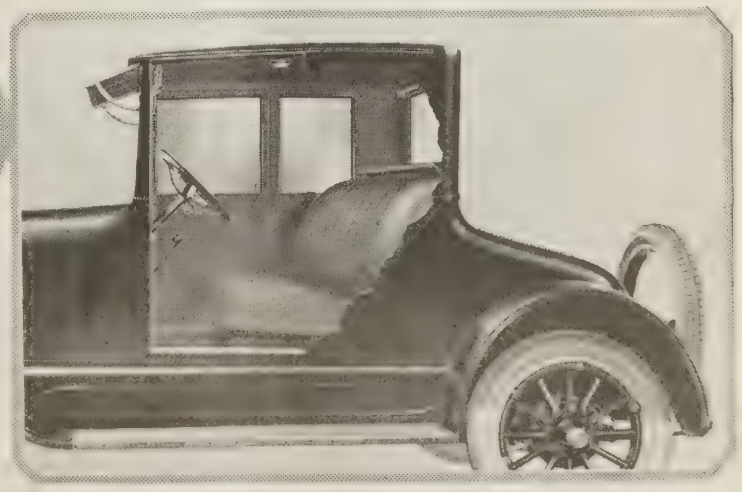
And with such men as Mr. Chase and Mr. Forbes directing this phase of Buick engineering, it is little wonder that Buick bodies are quite in keeping with the high standard of the Buick Valve-in-Head motor and chassis.



The interior of this good-looking sedan is handsomely done, finished in excellent grade of durable automobile cloth, with carpet, shades and trimmings to match



Rich in appointments, tasteful in trimmings, the comfortable interior of the seven-passenger sedan is a crowning example of the skill of Buick body designers



Comfort and roominess are pleasingly evident features of this delightful four-cylinder coupe interior, with its extra deep cushions and attractive trimmings

# Two Crowning Examples of Skill by Buick Body Designers

FOR their respective types, the Buick seven-passenger touring and seven-passenger sedan represent the finest creations of master craftsmen who are skilled in the execution of useful and beautiful bodies that reach close to perfection. In complete harmony with the efficiency, strength and enduring qualities of the famous Buick Valve-in-Head motor and co-related chassis, Buick bodies contribute their full share to the comfort and convenience of Buick uninterrupted transportation.

### *The Seven Passenger Touring*

THE seven-passenger open car is big in comfort, in roominess, in power, in good looks, in serviceability, and big in the economies of its operation. The extra-length chassis is the same as that on which the luxurious seven-passenger closed car is built, an exact duplicate in size and quality.

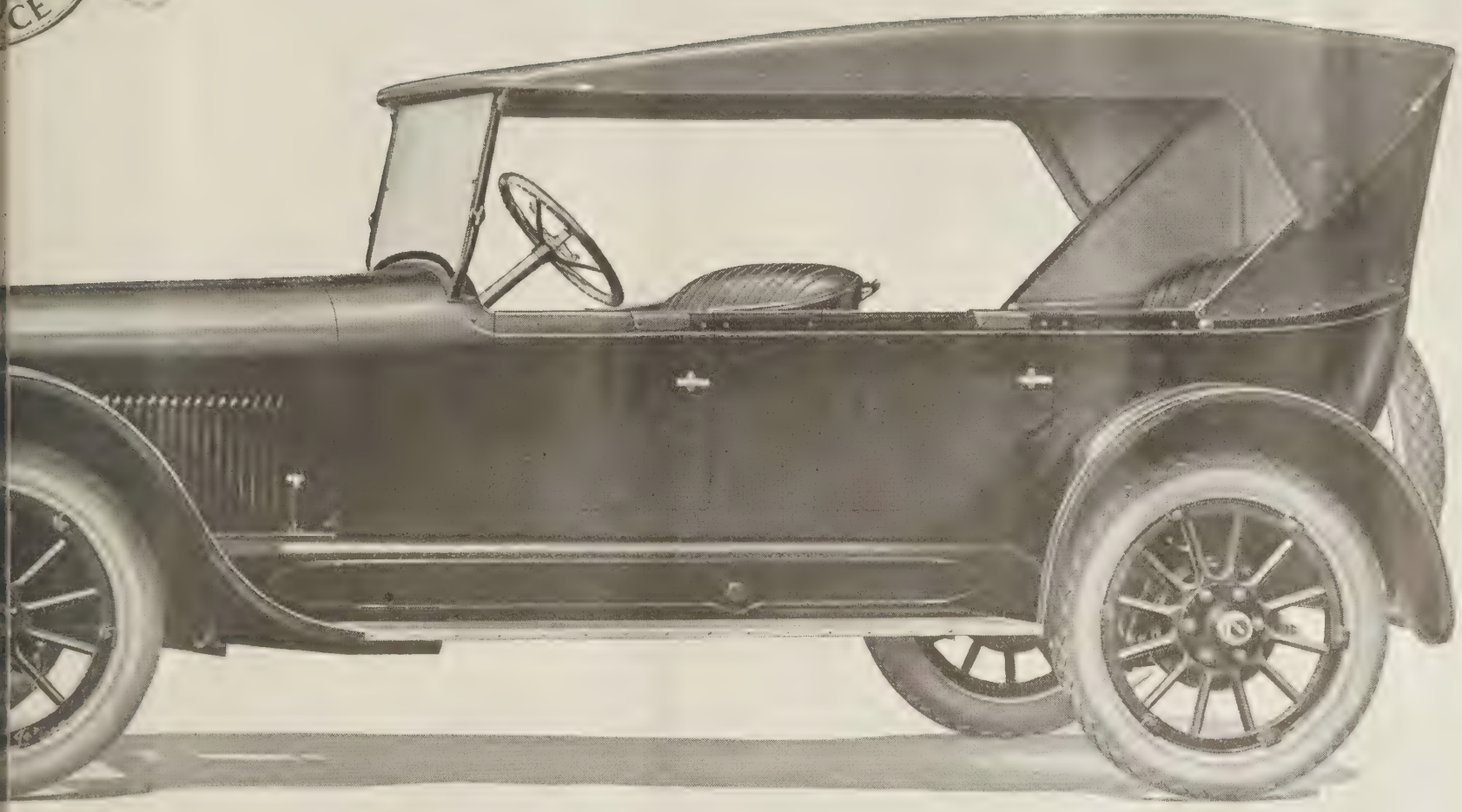
This big chassis makes possible the generous proportions of the driving compartment and the tonneau and the exceptional riding comfort of the heavily upholstered cushions. Examine it in every detail and you will find it measures up to the standard you have set for your family car.

### *The Seven Passenger Sedan*

MATCHING the open car in roominess and bigness, the seven-passenger closed car reflects the ingenuity of Buick designers in developing a body treatment that is both beautiful and useful. The elegance of the exterior is in accord with the interior appointments, which are carried out with taste.

The spacious rear compartment has two folding chairs, comfortable and convenient. The upholstery, shades, trimmings and carpet are delightfully harmonious. The sedan is an exceptional motor car value for those who seek luxury and added room in a complete year-'round vehicle.

VALVE-IN-HEAD Buick MOTOR CARS



Model 22-Six-49 The Seven Passenger Touring $1585

Model 22-Six-50 The Seven Passenger Sedan $2375

# Wherever Roads Lead, Authorized Service is Offered

Buick station of S. L. Ryals, Cordele, Georgia

Ponca City Garage, Buick home in Ponca City, Oklahoma

In the great Buick sales and service organization one finds reflected many of the qualities that characterize the product it is marketing.

For instance, there is stability. Wherever Buick is represented, the dealer in the community has founded his business on the solid foundation of dependability and efficiency. And marketing a product so stable as the Buick, he has progressed to a point reached only by the leading merchants in the community.

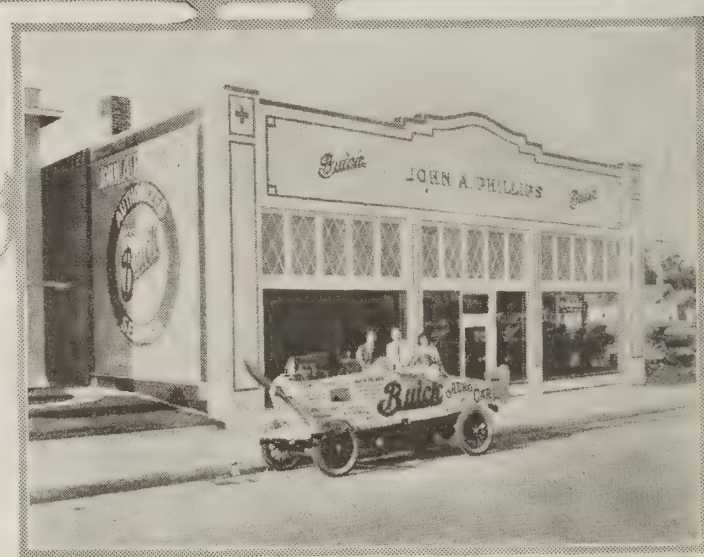
He becomes a recognized force because he is contributing something of great value to the business world—uninterrupted transportation.

Not only does the Buick dealer sell, but he also serves. He is willing at all times to do anything he can to safeguard the interests of the Buick owner.

Such is the Buick dealer you will find wherever you may motor. He has a permanent place of business, excellent equipment and facilities, and, what is more, a desire to serve.

Some of the Sales and Service stations of Buick dealers are shown on these pages.

Sales and Service station, Ungar Buick Company, Miami, Florida




John A. Phillips sells and serves Buick cars at San Pedro, California

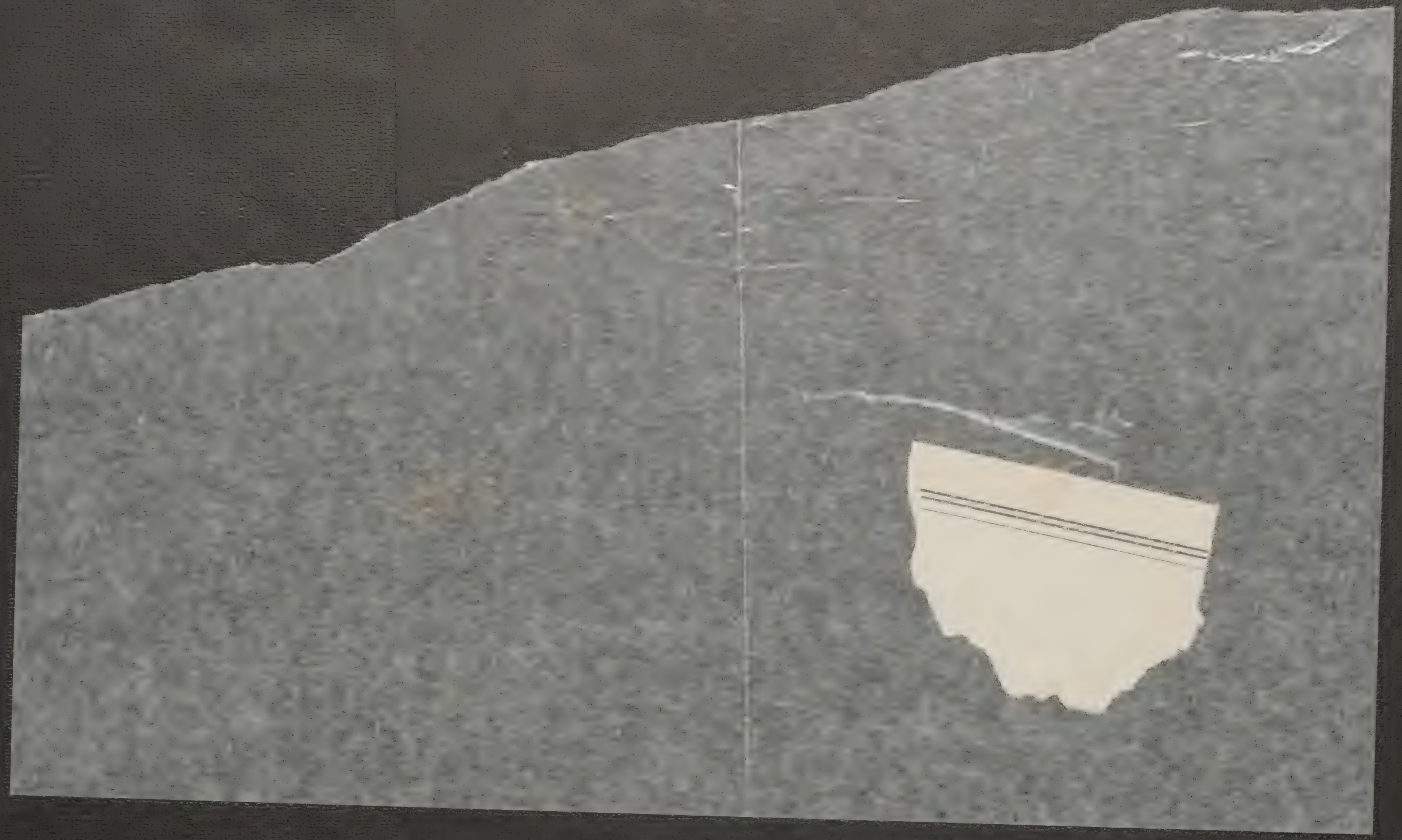
AUTHORIZED Buick SERVICE

And at Daytona, Florida, there is the Daytona Buick Company

Sales and Service station, C. J. Smith, McKinney, Texas, dealer

Birmingham Motor Co. represents Buick at Birmingham, Alabama

In Anniston, Alabama, the Bosworth Garage gives authorized service



Southern Buick Garage, Buick representatives in Mt. Oliver, Pennsylvania

The Terril, Iowa, Sales and Service station—
James Chapman & Son

Where J. O. Frick, Waynesboro, Pennsylvania, serves owners

In Peru, Indiana, Buick is represented by
William E. Carson

Auto Sales Company,
Buick station, Menomonee Falls, Wisconsin

Buick is represented in
Bloomington, Illinois,
by T. K. Hays

New home of Buick in Joliet, Illinois—the Joliet Buick Company

C. E. Moore's Star Garage, Buick home in Durango, Colorado

Where Waddell Buick Company serves owners, Anderson, Indiana

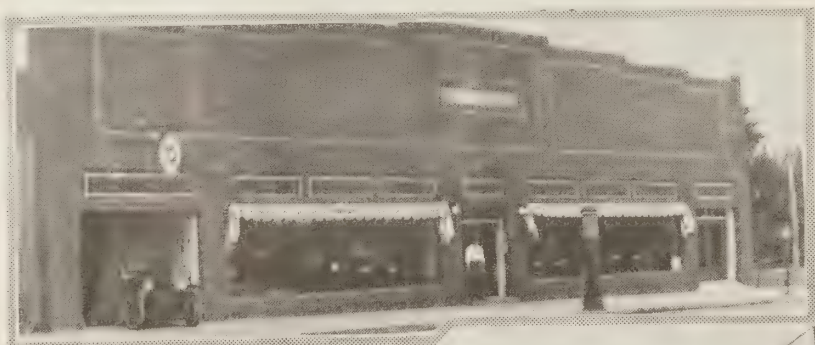
# More Representative Authorized Buick Service Stations

In Smith Center, Kansas, Buick is represented by T. E. Robertson

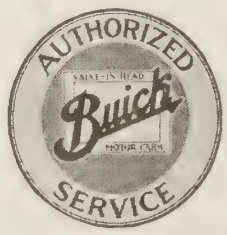
Strang Auto & Supply Company, Buick dealers, Jamaica, New York

Charles Hoverstock sells and serves Buick cars in Topeka, Indiana

A Chicago station, Charles Lange & Bros. Co., on Logan Square



Sales and Service station of O. M. Wells, Madison, Nebraska



Kopp's Garage sells and serves Buick cars in Cedar City, Utah

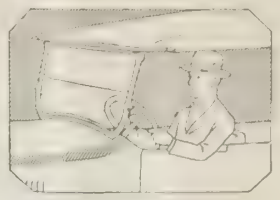
W. W. Woodward Hardware Co., Buick dealers, Newton, New Jersey

Hardwick Buick Company, Buick dealers, Chattanooga, Tennessee

Dallas Buick Company, Buick dealers in Dallas, Texas

# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars



## Conditioning the Car for Summer Service

IN those sections of the country where the snow and ice of winter will shortly be succeeded by blooming tulip and flowering crocus, many owners who laid up their cars for the winter months are becoming restless and are turning their thoughts toward getting ready for spring and summer driving. To give a car a fair chance there are some things which should have attention before it is wheeled out to give transportation to its owner.

First, it would be well if every owner would take his Buick instruction book, turn to the lubrication chart therein and note carefully the information which is given concerning the proper oiling and greasing of the various lubricated parts. Particular attention should be given to crankcase, transmission and rear axle. Drain the oil from the crankcase and refill with fresh oil. Many motorists have found it advantageous, after putting a car in service following a winter lay-up, to again drain the oil from the crankcase and refill it after 250 miles running, insuring that a thorough cleansing of all parts lubricated from the crankcase has taken place.

Remove the spark plugs and pour a tablespoonful of motor oil through each opening and also apply a few drops to each valve stem; then crank the engine over a few revolutions by hand and replace spark plugs, after first cleaning them and adjusting them to the proper gap.

Oil should be applied to the pump shaft front bearing, fan, valve lifters, rocker arms and generator bearings. The transmission and rear axle should be drained and refilled with fresh oil. In fact, all lubricated joints throughout the chassis should be served with fresh oil or grease as required. Grease should be forced into the bearings until it is seen exuding from the opposite ends of joints, as this indicates that hardened grease has been forced out of the grease passages. Grease plugs should be removed from wheel hubs and a quantity of oil applied with a squirt can, after which the hubs should be filled with a soft cup grease.

Owners are advised to inspect brakes and steering mechanism, making such adjustments as may be necessary. It may be that the fan belt needs tightening and care should be taken that the fan turns freely on its bearings.

If spring leaves appear dry and in need of lubrication, the frame may be jacked up to release the load on springs, after which the leaves may be forced apart sufficiently for the application of graphite grease with a piece of thin sheet metal; or the owner may find it more convenient, after the frame is jacked up, to take a brush and paint the sides of the springs with oil, the weight of the car when the jacks are removed having the effect of forcing this oil between the leaves.

A number of the suggestions given here apply particularly to cars which have not been operated during the winter months; but there are some things which may be done to advantage by the owner who has had his car in constant service; such as draining the crankcase, transmission and rear axle, and refilling with new oil. A thorough lubrication of the working parts of the car which has been in constant use will be very beneficial in getting ready for the coming summer.

Both in the car which has been laid up and the car which has been driven throughout the winter, attention should be given the cooling system. Fill the radiator to a point two or three inches below the top of the overflow pipe with a solution consisting of one pound of washing soda thoroughly dissolved in five gallons of water. Start the engine, open radiator drain cock, and pump drain cock, and then keep a stream of water running into the radiator until the water escaping from the radiator drain cock and pump drain cock is clear, indicating that a thorough cleaning of the cooling system has taken place.

## Queen Victoria Jackson

*(Continued from page four)*

Brother Napoleon Lafayette Jackson showed his three remaining upper teeth. "You—you means you will marry me agin?" he asked, almost too happy to articulate.

Queen Victoria hung her head, snickered, and toyed with her palm-leaf fan.

Napoleon drew himself up many inches taller. "Den I'll marry us *right now*!" he announced in his Sunday voice, and turning toward the congregation said:

"Brethern embracing of the sisteren as exhorter of Gawd's Holy Word I'se pilgrimaged by law to make two folks into one. I darfoe announces me an' Queenie Victoria Rose Amelia Jackson *man and wife* agin!!"

For a moment more the congregation, still under the hypnotic spell of Brother Jackson's exhortations, continued to call forth their rhythmical "Glories." Then taking in the full import of his words they one and all rushed forward, showering the blushing bride with their blessings.

A half hour later hand in hand, Mr. and Mrs. Jackson walked down the Big Road toward the brown cabin, from the chimney of which there wreathed much cozy smoke. No conversation marred their perfect happiness.

A rumble of wheels reached their ears. Turning, they faced Justice Johnson.

"What's this I hear about you two niggers gittin' married?" he asked bluntly. "You ain't paid for your divorce yet."

The happy couple exchanged glances, then Napoleon's face broke into a million wrinkles. "Law, Boss," he said, "we'se jes been thinkin' dat matter over and Queenie here, she 'lows she gwiner pay fer dat paper as my *wedding present*. Didn't you, Sugar-babe?"

Queen Victoria tossed her head. "Dat's 'zackly what I gwiner do, Justice," she agreed proudly. Napoleon, he's worth hit, I reckon," and diving into her stocking she produced ten one-dollar bills.

The Justice drove on, and hand in hand the bride and groom rambled down the road.

New London, Wis.

Buick Motor Company,
Flint, Michigan

As I am one of your Buick Bulletin readers and have seen stories of all the different models, I thought I would send you a picture of our Buick, myself and husband and two nieces.

We bought our Buick in 1909 and had it equipped later with doors and electric lights. It has never been painted and shines just like the most beautiful machines in town, so they all say. It is also the oldest car in town.

I drive it and am surely proud of it.

Mrs. W. J. Sader

# Why Buick is First Choice of Experienced Tourists

In this B-37 (1914) John Puth traveled from Adrian, North Dakota, to his new home in San Benito, Texas, taking 22 days for the trip because of the mud at the time

For touring and long trips, Buick is first choice of experienced motorists because

First, Buick in-built serviceability insures powerful, dependable and economical performance, and

Second, Buick service, insuring uninterrupted transportation, is everywhere available.

An automobile man for 20 years, T. K. Nelson, of Harlan, Iowa, purchased this Buick E-Six-49 to take his family to California. Although the car had traveled 55,000 miles before he started, it made the trip in fine style

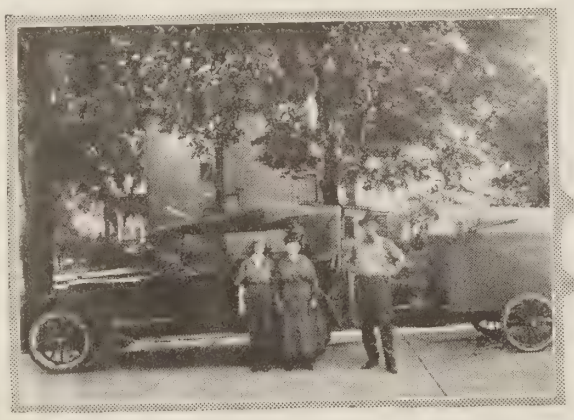
In these two Buick cars, the families of R. B. Evans and J. R. Terhune, of Paterson, New Jersey, traveled down through the South, across to the Pacific Coast, up to Seattle and back to Paterson by way of Yellowstone Park. The accompanying view was made in front of one of the Buick factories at Flint on the return trip

"Briefly stated, our opinion of the Buick is that it's the best car on the market for the money invested," writes F. D. Richmond, of Peru, Illinois, in telling of the many trips he has made with his D-Six-45

Traveling through 18 states, the District of Columbia and part of Canada, H. W. Naegele and party of Middletown, Ohio, added 2441 miles to a mileage of 43,658 for this D-55 of 1916

In writing of his trip from Angola, Indiana, to Long Beach, California, in his 22-Six-47 sedan, E. C. Duguid says, "One thing especially gratifying was the courtesy I received in all of the Buick service stations along the way, and had I had any trouble, I could have purchased any repair at most any town of any size"

"In my several trips across the continent with my E-Four-35 Buick, I have received courteous treatment at the various Buick service stations and I feel it my duty to congratulate you on having such good service everywhere," writes J. Ralph Smith, of Buffalo, New York



"Because we felt it was the best car on the market for the purpose, we purchased a 22-Six-45 for our third trip to California," writes John Twist, of Taylorville, Illinois. "The excellent service our E-Six-44 Buick gave us and what other tourists had to say about Buick left us no alternative. It had to be a Buick"

"It was a wonderful trip with not the slightest trouble," writes Dr. S. H. Easley in telling of the journey with his family from Port Washington, New York, to Redlands, California, in his Buick 1921 coupe. "The Buick is truly a wonderful car for all sorts and conditions of roads"

VALVE-IN-HEAD Buick MOTOR CARS

Traveling from New York to San Francisco with this Buick and a 1500-pound trailer proved the power and reliability of the Valve-in-Head motor, says J. B. Oehm, who made the trip with Mrs. Oehm and three children

When Frank Schoeb and Hugh Leonard, of Augusta, Kansas, decided to take a long trip with their families, they purchased new Buick cars and equipped them with special bodies of their own design. The accompanying illustration shows the 21-Six-49 Mr. Leonard equipped. Mr. Schoeb used a 21-Six-45

"On a trip of over 1,000 miles through northwestern Michigan, encountering hills and sand, we paid only twenty-five cents for repairs," writes S. M. Pontius, of Marion, Ohio, in praising his 21-Six-44 roadster

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# THE Buick BULLETIN

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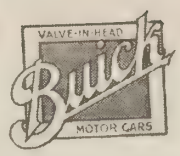
*In this issue*—Why Buick is a Motor Car Investment without Equal

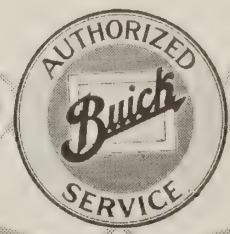



# *Buick is backed by a twenty-year reputation for stability and service*

THE story of unfailing Buick performance told on the following pages is made possible by a well-engineered chassis developed through a period of twenty years in a factory where the car is manufactured completely and correctly.

Body types, too, have been developed along with the chassis, resulting in a car that has no equal as an investment in uninterrupted transportation.

Buick continues to lead as the choice of motorists, which is evidenced by the fact that Buick has had first selection of display space at the national automobile shows for several seasons—an honor awarded Buick each year for doing a greater volume of business than any other fine car manufacturer.



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E. T. Strong, *Managing Editor*

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# Hoof and Claw

By CHARLES G. D. ROBERTS

McLAGGAN stopped short, in the middle of the trail, and peered sharply into the thick undergrowth on his right. At odd moments during the past half hour he had experienced a fleeting sensation of being followed; but, absorbed in his own thoughts, he had paid no attention to it. Now, however, he was on the sudden quite convinced of its reality. Yet he could have sworn he had heard nothing, seen nothing, smelt nothing, to justify the conviction. For nearly half a mile the trail stretched away behind him between the giant trunks and fringing bush-growth, narrow, perfectly straight, completely shadowed from sun and sky, but visible all the way in that curiously transparent glassy gloom of the under-forest world. There was nothing behind him on the trail.

As is so often the case with the men who dwell in the great silences, he was conscious at times of possessing something so like a sixth sense, a kind of inexplicable and erratic power of perception which frequently neglected to exercise itself when most needed, but which, when it did consent to work, was never guilty of giving a false alarm. Peering with trained eyes, wise in all woodcraft, through the tangle of the undergrowth, he waited absolutely motionless for several minutes. A little black-and-white woodpecker, which had been watching him, ran nimbly up a giant pine. Nothing else stirred; and there was no other living creature to be discerned. Yet McLaggan knew his intuition had not fooled him. He knew to a certainty that he was being observed and trailed. He pondered on the fact for a little, and then, muttering to himself, "It's a painter, sure!" he resumed his journey.

McLaggan was not nervous; although for this journey he had left his rifle behind him in camp, and he was aware that a panther, if it meant mischief, was not an adversary to be scorned. But skilled as he was in all the lore of the wilderness folk, he knew that no panther, unless with some bitter wrong to avenge, would willingly seek a quarrel with a man. That powerful and crafty cat, not from cowardice but from sagacity, acknowledges man as its master and is wont to give him a wide berth whenever possible.

But McLaggan's knowledge of the wild creatures went even further than an acquaintance with their special habits and characteristics. He knew that it was impossible for man to know them thoroughly, because there was always the incalculable element of individuality to make allowance for—an element that delights in confounding the dogmatic assertions of the naturalists. He was sure that the chances were a hundred to one against this unseen pursuer daring to make an attack upon him. But, on the other hand, he recognized that hundred-and-first chance.

The moment he had shaken himself clear, the elk, undaunted, whirled and struck like lightning with his formidable fore-hoofs

He adjusted the straps of his heavy pack (the cause of his leaving his rifle behind) so that he could rid himself of it on the instant, if necessary. And he carried loose a very effective weapon, the new axe which he had just bought at the Settlement. It was a light, hickory-handled, general-utility axe, such as any expert backwoodsman knows how to use with swift and deadly effect, whether as a hand-to-hand weapon or as a missile. He was annoyed that he, the old trailer of many beasts, should thus be trailed in his turn, from whatever motive. He kept an indignantly watchful eye on all the coverts he passed, and he scrutinized suspiciously every considerable bough that stretched across the trail.

The trail running in from the Settlement to McLaggan's camp among the foothills was a matter of some fifteen miles, and up-hill all the way. But in that bracing autumn air, amid those crisp shadows flecked with October's gold, McLaggan was little conscious of the weight of his pack, and his corded muscles felt no fatigue. Under the influence of that unseen and unwelcome companionship behind the veil of the leafage he quickened his pace gradually, growing ever more and more eager to reach his rifle and to take vengeance for the troubling of his journey.

Suddenly, from far ahead, the silence was broken by the high, resonant bugling of a bull elk. It was a poignantly musical sound, but full of menace and defiance, and it carried a long way on that still, resilient air. Again McLaggan regretted his rifle; for the virile fullness of that bugling suggested an unusually fine bull and a splendid pair of antlers. McLaggan wanted meat, to be dried for his winter larder; and he wanted the antlers, for a really good elk head was by this time become a thing of price.

The bugling was several times repeated, at brief intervals; and then it was answered, defiantly, from far on the left. The sonorous challenges answered each other abruptly, and drew together swiftly. McLaggan still further hastened his pace. His gray eyes, under their shaggy brows, blazed with excitement. He forgot all about his unseen, stealthy pursuer. His sixth sense stopped working. He thought only of being in time to see the duel between the two bull elks, the battle for the lordship of the herd of indifferent cows.

To his impatience it seemed no time at all ere the rival buglings came together, and ceased. Then his straining ears caught—very faintly and elusively as the imperceptible airs of the forest drew this way and that—the dry clash of opposing antlers. It was evident that the battle was nearer at hand than he had imagined. He broke into a noiseless trot, hoping yet to be in time.

Presently he was so near that he could catch, amid the clash of antlers, occasional great, windy snortings and explosive, groaning grunts. All at once those noises of battle stopped, changed, passed into a confused scuffling mixed with groans, and then into a wild crashing of flight and pursuit. The fight was over; but McLaggan perceived with a thrill that the flight was coming his way.

Half a minute later, the fugitive broke out into the trail and came dashing down it, wild-eyed, nostrils blowing bloody foam and flanks streaming crimson. McLaggan stepped politely aside to let him pass, and he passed unheeding. He had no eyes even for the arch-foe, man, in this moment of his defeat and humiliation.

But not so his victor. The most splendid specimen of a bull elk that McLaggan's eyes had ever rested upon, he stopped short in his pursuit at sight of the gray, erect figure standing there motionless beside the trail. McLaggan expected him to turn and flee back to his cows, and hasten to shepherd them away from danger. But the great beast, now in the hour of his triumph and his most arrogant ferocity, had far other intention. He stood

staring at McLaggan for several seconds; but McLaggan saw that there was nothing like fear in that insolent and flaming regard. The bull stamped sharply on the sod with one knife-edged fore-hoof; and McLaggan, knowing what that meant, glanced around discreetly for the easiest tree to climb.

Fortunately for McLaggan, the great bull was no mere blind and brutal ruffian of a fighter. Like all his aristocratic breed, he had a certain punctilio to observe in such affairs. He had first to stamp his challenge several times, snort vehemently, and advance his antlers in fair warning. Then he came on, at first daintily and mincingly. And only after that formal preliminary did he break into his furious rush.

But already McLaggan had swung himself into the tree, just out of reach—leaving his pack at the foot.

For a little McLaggan was engrossed in wondering if he really was quite out of reach, so vigorous were the rearings and thrustings of his enemy, so agile the high strokes of those fine, destructive hoofs. Then out of the tail of his eye he caught sight of several elk-cows—the herd stealing warily down the trail to see how it was faring with their victorious lord. They halted, noses in air and ears pricked forward anxiously, wondering at their lord's strange antics under the tree. Then, all together, they wheeled about sharply, as if worked on a single spring, and fled off in enormous bounds over and through the thickets. McLaggan stared after them in surprise, wondering at their abrupt flight. A moment later it was explained to him, as he saw the tawny head and shoulders of an immense panther emerge, for just the fraction of a second, into the trail.

McLaggan was gratified at this confirmation of his woodcraft, but he was now a little anxious as to what was going to happen next. He looked down upon his magnificent adversary raging below him, and felt a generous impulse to give him warning of the peril lurking in the undergrowth. As between the elk and the panther, his sympathies were all with the elk, in spite of that misguided beast's extremely inconvenient hostility.

"Instead o' stretchin' yer fool neck that way, tryin' to git at me," he expostulated, leaning from his branch, "ye'd a sight better be keepin' yer eyes peeled fer yer own hide. There's a durn big panther hiding some wheres in them bushes yander, an' while ye're a-clawing after me—which ain't no use at all—he'll be getting his claws inter you, first thing ye know!"

But it was plain that the bull did not understand English, or at least McLaggan's primitive variation on English. He seemed to grow more pugnacious than ever at the sound of these mild exhortations. He made the most extravagant efforts to reach McLaggan's refuge with horn or hoof. Convincing himself at last that this was impossible, he glared about him wrathfully till his eyes fell on McLaggan's pack lying near by.

Appearing to regard it as part of McLaggan, he fell upon it triumphantly. His edged hoofs slashed it and smashed it, his pronged antlers ripped it wide open; and in a dozen seconds he had sent the contents flying in every direction. The contents were miscellaneous, as McLaggan had been in to the Settlement for the purpose of replenishing his stores. They included, among other items, a two-gallon tin of molasses, a little tin of pepper enveloped in a flaring scarlet label, a white cotton bag of flour, a paper bag of beans, and another of sugar. The beans and the sugar went all abroad at the first attack, the big and the little tin rolled away, and the bull devoted his attention for a moment to the bag of flour. He ripped it wide open with his antlers, then blew into it scornfully so that the flour puffed up into his face. Having accomplished all this with such surprising ease, he seemed to think he might now succeed in getting at McLaggan himself. He came under the branch once more, and glared upward through what looked like a pair of white goggles, so thickly were his eye sockets rimmed with flour.

McLaggan was now too angry to appreciate the extraordinary appearance of his foe. At the scattering of his precious supplies his sympathies had gone over completely to the panther.

"I hope the painter'll git ye after all," he cried.

In reply the bull made another earnest effort to reach him. Then, once more disappointed, he returned to the pack to see what further satisfaction he could get out of it.

Finding that there was no resistance left in the beans, the sugar, or the bag of flour, he went after the little scarlet tin of pepper, which had been thrown some distance and lay under a neighboring tree. He slashed it open with a stroke of the hoof, then jabbed it with a prong of his antlers and flung it into the air. It fell on his shoulders, emptying most of its contents into the long hair on the ridge of his neck. Startled at this attack he jumped around sharply, and was just in the middle of pounding the impertinent thing viciously under foot, when to his annoyance, he began to sneeze. It was such sneezing as he had never experienced before. He spread his legs wide, and devoted himself to it with all his energies.

This was too much for McLaggan's wrath. He forgot it in an ecstasy of delight. He was just on the point of explosion, when he saw something which made him check himself with a choked expletive.

The panther was creeping out upon a great branch almost over the sneezing bull's head.

The next moment it dropped from the branch, and fastened teeth and claws in the elk's neck.

The bull was just in the middle of a terrible paroxysm, but the cruel shock of this assault brought him to. With a grunt he bounded into the air, coming down upon all four feet again, stiff-legged, like a bucking horse, as if thinking the jar might shake his assailant off. Failing in this he sprang violently sideways; and at the same time, being a beast of resource, he struck back with the prongs of his antlers by jerking his muzzle sharply upward.

He lifted his head and glanced about him with a worried air, his faith in his own prowess apparently for the first time shaken

In the meantime the panther was clawing and biting savagely, and seemed likely to maintain his hold in spite of the clever tactics of his adversary. But just at this point the pepper in the bull's mane began to take irresistible effect, both in eyes and nostrils. The amazed panther let out a screech of protest, which ended in a convulsive sneeze. In the midst of the convulsion the bull side-stepped again with distressing energy; and the panther, half-blinded and wholly bewildered, was thrown to the ground.

The moment he had shaken himself clear, the bull, undaunted, whirled and struck like lightning with his formidable fore-hoofs. With equal alertness the panther succeeded in eluding the stroke. He doubled lithely aside and he sprang again, seeking to recover his former advantage. But being half blinded he fell short and only got a grip with his front claws. As he struggled savagely to make good his hold against the plunging and the thrashing antlers of his antagonist, once more the pepper in his nostrils began to work with power.

As he recovered himself he warily bounced aside, lightly as a loosed spring. But he was not quite quick enough. One of those battering hoofs that were playing for him so nimbly caught him on the haunch. It caught him aslant, or it would have shattered the great joint beyond hope of recovery. But it was enough for his catship. With a scream he darted off beneath a low-branched thicket, ran lamely up another tree, and crept away from the place of his discomfiture by the path of the interlacing branches. He wanted no elk-meat which tasted like that.

The victor stood glaring after him for a half minute, snorting, and shaking his triumphant antlers. Then he came and glared up at McLaggan, as much as to say:

"Did you see that? That's the way I'd fix you, too, if only you'd come down here and stand up to me!"

As for his cruel wounds on flank and neck, he seemed quite unaware of them. But he was evidently a little tired, for he made no further attempts to reach McLaggan's refuge.

"You're sure some punkins!" declared McLaggan admiringly, wiping his eyes on his sleeve. "Who'd ever a' thought any bull elk could lick a painter that quick?"

Scorning to be conciliated by compliment, the bull turned away to see if there was any further damage he could inflict on McLaggan's belongings.

Ah, yes, to be sure, there was the bright, unsullied tin of molasses, just where he had hurled it. He pranced over and slashed at it, in spite of McLaggan's appeals, and opened a generous gash through which the amber-brown stickiness came bulging forth. The bull eyed this phenomenon, and then, scornful of what he could not understand, prodded the can with an antler. He prodded it so hard that not only one prong but a tiny projecting fork also went clean through the tin. Then he threw up his head sharply, expecting to toss the wreck into the air.

To his surprise it refused to be tossed. It just clung where it was, and began to pour its contents down in a sticky, deliberate stream, all over his head, and ears, and face. He shook his antlers indignantly—and the can thereupon threw wider its suave coils of richness, till they laced his neck and his gashed flank. Finding that the insignificant but obstinate thing would not let go, he (*Continued on page 12*)

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

THERE never have been greater values available to motor car purchasers than there are today. That is a generally recognized fact in the automotive world. While fine motor cars have sold for less money, never have there been so many opportunities to get such complete transportation values for the money as offered by the present season.

It requires little imagination to appreciate the truth of this fact. In comparison with a car of five or six years ago, a car of today, bearing the same name, is similar only in its most general aspects. The changes and improvements, coming logically from years of experience in developing the car, have resulted in a new and different car—a better car.

Not only does the average car show a remarkable mechanical refinement, but it also stands above its early predecessor in its consideration for the comfort and convenience of driver and passengers. It is seen that the development, while gradual, is nevertheless decidedly marked.

* * *

AS FAR as price is concerned, a comparison of old and new cars is of little significance. If there had been no change, no improvements, a comparison based on price alone might mean something.

Raw material, on the other hand, can be subjected to such comparisons fairly well. The quality of a bushel of potatoes may vary slightly, but there is so little difference that if you paid sixty cents for a bushel five years ago and eighty-five last winter, you would know that it cost you more in 1922 for the same amount of food value.

Potatoes are standard year after year in food value; automobiles are constantly improving season after season in transportation value.

What is true of the motor car is true of any product to which man lends his creative ability and the benefits of experience with the view of making the product better, of greater service and value to the ultimate owner.

The motor car has undergone a tremendous development since the pre-war days. As a finished mechanism it is today as far ahead of the car of six years ago as the car was in advance of the early motor wagon.

The modern car has more power, operates more efficiently on an inferior grade of gasoline, is more fully equipped, is easier to operate, carries its passengers with greater ease and comfort, requires less attention and, when service is necessary, its working mechanism is a great deal more accessible.

These accomplishments have been made possible by the ceaseless efforts of research men and engineers combined with improved production methods. If the manufacturing methods of five or six years ago were followed today, these improvements would make the modern car cost fully twice as much as the car of that time.

* * *

IT IS not the price but the value built into a car that counts. Or, as we have said before, it is not what you pay, but what you get for what you pay.

On that basis, the car of today represents a much better investment in transportation than the car of the pre-war period. While it is perhaps necessary to pay a little more for the original investment, the buyer gets more for his money at the start and, in addition, greater satisfaction over a number of years. This is true not only because the 1922 car is better designed as a piece of smooth-running mechanism but also because it is better built.

As a concrete example of this difference in old and modern motor cars, let us compare the Buick of today with the Buick of five or six years ago.

What do we find? Cars that are alike virtually in name and principle only. Take the 1922 motor, for instance. It is larger and more powerful; the sizes of the valves, piston pins and the main bearings are considerably larger. The rocker arms have a larger bearing surface and are automatically lubricated as well as enclosed.

* * *

OIL and water capacities have been increased, the fan is larger and of improved design, and the lighting, starting and ignition system is greatly improved. On the 1922 motor there is an automatic heat control for the carburetor, which is a decided advance.

Where there was a cone clutch six years ago, there is now a special disc clutch, which is extremely positive, yet gentle in engagement. The universal joint is an integral part of the transmission case, of stronger and improved construction, automatically lubricated, and in addition there are numerous other changes.

The great difference in the motors is no less than the difference in the cars themselves. The 1922 Buick has a wheelbase increased to proper length and is equipped with 33 x 4 cord tires instead of 32 x 4 fabric tires. The top is entirely new, of an improved type and the curtains open and close with the doors. Rear curtain lights are now of glass instead of composition.

Where fenders of the flat type were used, there are now beautiful crown fenders.

No longer is it necessary to get beneath the car to drain oil from the crankcase or water from the radiator; accessible handles just under the hood open and close the drains.

Grease cups have been replaced by the Alemite system, and the spring suspension is larger and more efficient in its operation.

The body shows wonderful improvement in design, workmanship, finish and roominess, including improved cushion springs and upholstering, making valuable contributions to the new Buick of today.

* * *

TO MENTION all the differences seems hardly necessary to verify the fact that the new Buick and the Buick of five or six years ago are alike only in a general way. Their prices do not indicate the difference in transportation value.

If the cars had not changed, a comparison of prices might mean something. But Buick has been building better cars every season and to those not familiar with Buick manufacturing methods, the wonder is that so much greater value can be built into the car of today at so slight a difference in price.

Buick production methods and facilities have improved with the car. Modern equipment and machinery, as well as large-scale manufacture, have made possible the quality of the car just as the quality of the car, resulting in a steadily increasing demand, has made possible the scope of Buick manufacturing plans.

Value is of paramount importance with Buick. Price is based entirely on what it costs to produce the car designed to carry the Buick name. That the value is in Buick is evidenced by the way Buick is selling today.

# MEN YOU SHOULD KNOW ABOUT

## EDWARD C. FARR, *Superintendent of Trimming and Top Departments*

AMONG the fine craftsmen attracted to the automotive industry early in its history, Edward C. Farr, superintendent of body trimming and top departments in the Buick factory, stands out as one of the foremost of those practicing the trimmer's trade.

Born and raised in Flint, a city that became known throughout the country for the quality and character of its vehicles, Mr. Farr attained craftsmanship with the Flint Wagon Works, where he learned to make useful things in a beautiful way.

With the motor car showing every sign of replacing the carriage, it was only natural for Mr. Farr to turn to the automobile for the application of his art. And working for Buick, he cut the stock and helped trim the upholstery of the first Buick cars.

Since that early day, he has been growing with Buick, helping to build better motor cars. He became assistant foreman of the leather cutting and sewing departments in 1910, and five years later he was promoted to the foremanship.

The improvements in manufacture he worked out soon resulted in his being made superintendent of the trimming department, where he showed even greater creative ability. And last year he became superintendent of both the trimming and top departments.

Mr. Farr has contributed many things to the development and improvement of upholstering methods. Perhaps the one for which he is best known is the process he has patented for the interlacing of curled hair and arranging the pads in pleats.

It was a rather simple matter to make the old-type button upholstery, which, when completed, was difficult to keep clean and was not as substantial as could be desired. Mr. Farr took the time-honored curled horse-hair and in an ingenious way, perfected a method of interlacing it for use in Buick upholstering.

Edward C. Farr, who is largely responsible for the quality of Buick trimming and upholstery

This is done by taking the right amount of curled hair and holding it in a machine on a textile material, to which the curled hair is interlaced. Hooked needles pass through the hair, uniting them with each other and making them virtually integral with the textile material.

Not only does this process make the completed fabric easier to handle, but it gives the curled hair a better and more even fullness, efficient and excellent for upholstering purposes. On account of the interlacing of these millions of hairs, it is impossible for them to separate into lumps.

In the upholstering department, the leather is cut to size and passed on to the sewing machines. For example, the leather face of the seat back comes to the machines cut and ready for sewing, together with a piece of flaxine material of the same pattern.

An operator places the two together, puts in the beautiful French folds and rapidly stitches them down.

When this is finished the seat back is a series of vertical tubes, leather in front and flaxine in back. It then passes on to the stuffers, who have strips of laced hair already cut to the size of the tubes. Placing these strips in an ingenious stuffing sheath, another of Mr. Farr's inventions, the tubes are stuffed one after another until the back is ready for the upholsterers.

Mr. Farr's method of inserting cushion strips protects the hair and prevents it gathering in wads. It assists materially in establishing the quality of Buick upholstery.

All through the departments, Mr. Farr has developed a high regard for quality among the operators. Neither pains nor expense is spared to make Buick upholstery as fine and as lasting as possible.

Just to see how the work is finished, let us go on from the time the tubes are stuffed with the curled-hair strips.

When they meet the body, we find the upholsterers working beside a complete assortment of all necessary material. The seat backs and sides are arranged in orderly piles. Specially designed back springs are first placed in both front and rear compartments of the body. The leather backs are tacked firmly in place at the bottom and between the leather piping, or back, and the springs, is placed a pad of laced curled hair, which is termed a pillow pad. The piping is then drawn up firmly over the pad and the springs are tacked into place. The sides are put on in a similar

Here is Mr. Farr at the wheel of the fourth Model B Buick, taking friends for a holiday drive

This shows the stuffing sheath, or protection cover, by which the curled hair is inserted in the French pleats

A pad of interlaced hair, showing the backing of textile material with which the hair is integral

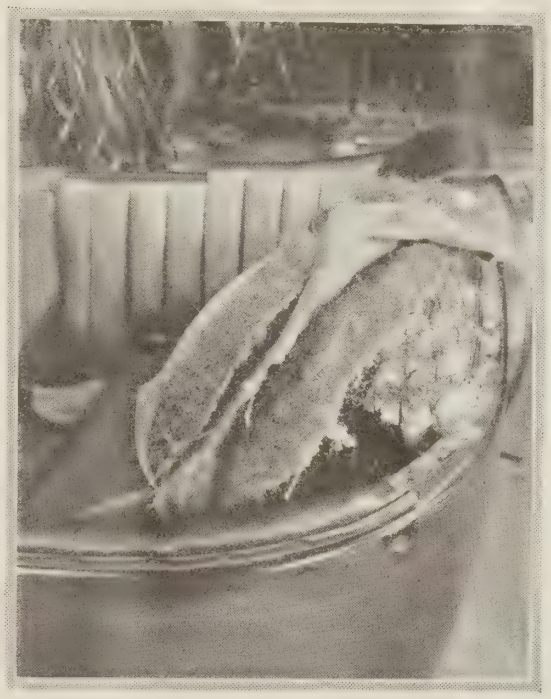
With this device, designed by Mr. Farr, the hair is prevented from gathering in wads while being inserted

manner and a finishing bead tacked on all around.

In the cushion department the operations are conducted very similarly. The pleated cover pad is made exactly in the same manner as the seat backs, the interlaced curled hair being contained in tubes which form the handsome French pleats. The cover pads come to the cushion department from the machines already sewed to the side and end pieces, or facings.

The pad with the facings is now tacked temporarily, inside out, on a cushion form mounted on a special adjustable table of Buick design. Under the pleated cover pad is placed the laced hair cushion pad. After tacking temporarily together, the whole is then sewed together with waxed thread, a single strand of which is capable of suspending a weight of 80 pounds.

The springs in Buick cushions, like those in the seat backs, have received a great deal of Mr. Farr's attention. The material in the spiral springs is special carbon steel and the spiral springs are placed as closely together as it is possible to get them. Instead of being tied together with twine or wire, the spiral springs are tied with coiled steel springs, which insures greater liveliness and longer life. The frame is also made of steel, strongly reinforced.



The upholstery in Buick cars is made to serve and endure as this section of a body shows. Note the two layers of interlaced curled hair and the strong springs

When sewed together, the cushion covers and padding are turned right side out and carefully fitted over the springs, the lower edges of the leather being positively held in place by clinching over the edges of the spring frame, which is made hollow for the purpose.

The upholstery on the doors is now fitted into place, the various treatments peculiar to the body type are completed and the upholstery is ready for a critical inspection before being sent to the paint shop for the finishing coats.

Like other great craftsmen who have been with Buick since the early days, Mr. Farr is imbued with the spirit of quality workmanship in his particular field of endeavor. Having the advantages of Buick facilities with which to work, his contributions to the development of better motor car upholstery have been recognized throughout the industry. Both the knowledge of his art and the benefits of his long experience in body trimming are seen reflected in the quality of Buick upholstery.

Not only has Mr. Farr set a high standard for Buick upholstering for himself, but he has encouraged the same feeling among the executives and workmen under him. He is playing an important part in the making of the all-around quality cars which are maintaining the Buick name and reputation for serviceability in all parts of the world.

This cross-section of a Buick cushion shows the heavy spring construction, the deep layer of interlaced hair and the beautiful pleated leather

Both serviceable and beautiful—that is the ideal aimed at by Mr. Farr and the workmen in his departments

# Applying Buick Serviceab

WHILE the new Special Delivery is an addition to the Buick line of motor vehicles, it is in its mechanical excellence the equal of other Buick cars. In designing it, Buick engineers have kept one point in mind; namely, no matter for what purpose the Special Delivery is to be used, to give perfect satisfaction it must be thoroughly sound mechanically—an excellent machine.

That accounts for the correctness of the Special Delivery. It has grown out of twenty years' experience in building Buick cars, supplemented by a close study of the rapid delivery requirements it is designed and constructed to meet.

### *Big in its Serviceability*

Expert engineering and the best of material have produced in this vehicle a full-powered, economical and well-balanced light commercial car. While it is moderate in price, it is big in the possibilities of its serviceability—big in its transportation value.

With its automatically lubricated Valve-in-Head motor and perfectly co-ordinated chassis have been combined suitable body types, permitting the average purchaser to select a type equipped to service him to the utmost limit of his demand for delivery transportation.

So consistent have engineers been in adhering to accepted ideals of design and construction that the purchaser of a commercial car can now be assured the character of serviceability for which Buick has always been known.

*The Enclosed Panel and Vestibule Body, $980.00*

THIS is an excellent enclosed panel body for all weather conditions. In its general construction it is similar to the other bodies. The side panels, of strong sheet steel, are drawn taut by a new process to prevent rattle. And the interior is exceptionally well braced and slatted to stand severe service. A single lazy back seat with full cushion is standard equipment.

The body is painted in blue-black with gold stripe. The distance from seat to tail gate is 70 inches and from floor to roof is 56 inches. The width is 44 inches.

Canopy Top Deli

## *The Buick Valve-in-*

FITNESS to meet the practical and exacting d mands of the busy merchant's requirements the outstanding advantage of the Buick Speci Delivery Car. Utility has been arrived at aft a careful study of the business man's need with the view of affording him dependable a economical transportation.

Furnished in three standard body types, t Special Delivery covers a wide range of usefulne adapting itself readily to any number of emplo ments where both dependability and economy a important considerations.

The express body, with canopy top and ves bule front, as illustrated above, makes an admirab all-weather car of great serviceability. The bo possesses exceptional strength and rigidit achieved by the extra strong bracing and st binding of the panels, flare boards and tail ga

### Prices of Buic

Open Express Delivery, comple

Canopy Top Delivery, complet with scr

Panel Side Delivery, complete with vehi

*f. o.*

Consult the nearest Buick dea Buick Special D

WHEN BETTER AUTOMOBILES AR

# ity to Commercial Needs

omplete, $965.00

## id Commercial Car

n additional reinforcement is assured by heavy eel angles running the entire length of the body ong each side to form a substantial side frame. he rear end sill is entirely steel bound and scuff rips extend well into the body and bend over t join the reinforcement construction.

The vestibule is equipped with steel sash drop ndows, heavily cushioned to prevent rattling. he doors may be securely fastened back for mmer driving. The top is of heavy waterproof ck and the dash is metal covered.

The express body with canopy top is equipped th heavy waterproof curtains, which may be vered quickly and easily to protect the load. he distance from the seat to the tail gate is 70 ches and the width inside is 45 inches. The side nels are 14 inches high. It is finished in blue-ack with gold stripe.

### ecial Delivery

| | |
|---|---|
| ..... | $945.00 |
| oll curtain..... | 965.00 |
| es, add..... | 50.00 |
| eel panels..... | 980.00 |
| nels, add..... | 25.00 |

*ories*

e can show you how to adapt a to your business.

### Special Delivery Chassis Specifications

WHEELBASE—All models, 109 inches.

MOTOR—Four-cylinder, four cycle, Valve-in-Head type, removable head, automatically lubricated. Unit power plant, suspended at three points from main frame. Cylinders, 3⅜-inch bore by 4¾-inch stroke, semi-steel bloc casting. Extra heavy crankshaft with three unusually large bearings. Properly weighted pistons and connecting rods and flywheel, which, with cylinder dimensions, reduce vibration to a minimum. Exceptionally large valves operated by noiseless adjustable push rods. Thirty-five actual brake horsepower.

STARTER—Complete Delco, single unit system, for electric starting, lighting, and ignition, built as an integral part of the motor and operating in conjunction with a large storage battery. Combination switch with ammeter and automatic circuit breaker on instrument board.

CLUTCH—Multiple disc, dry plate type, smooth in engagement and positive in action. Adjustment very simple and accessible. Light pedal pressure required to operate.

TRANSMISSION—Selective sliding gear type, three speeds forward and one reverse. Special heat-treated, positive interlocking hand control, integral with gearset.

DRIVE—Through single large, automatically lubricated universal joint and fully enclosed propeller shaft, through spiral bevel gears in rear axle. Propeller shaft housing connected directly to rear end of transmission by large ball joint enclosing universal. Both torque and drive taken through ball joint.

REAR AXLE—Three-quarter floating type, which means that all the weight of the car is taken on the axle tubes and only driving torque and steadying of the wheels taken by the axle shafts. Differential and wheels mounted on high duty bearings; pinion shaft on extra large ball bearings. Spiral bevel type driving gears, fully adjustable. Strut rods keep axle housing in perfect alignment with the propeller tube.

TIRES—Tires are 31 x 4 straight side cords.

STANDARD EQUIPMENT—Combination dim and full electric headlights, electric tail lamp and instrument board lamp. Motor driven horn, speedometer, gasoline gauge. Alemite grease gun and a full kit of tools.

*The Light Express Body with Vestibule, $945.00*

With the exception of the canopy top, this body is exactly the same in design and construction as the express body with top. It has the same sturdy and comfortable vestibule front and its body is equally well reinforced. Absolute protection is provided at all points of wear. The proper relation between power and load, performance and durability has been preserved.

Finished in blue-black with gold stripe, the Special Delivery is exceedingly attractive. The distance from the back of the seat to the tail gate is 70 inches and the width is 45 inches. The side panels are 14 inches high.

BUILT, BUICK WILL BUILD THEM

# Buick Reputation Built on Satisfactory Service

BECAUSE of their in-built quality, Buick cars have always been popular as personal and apparatus equipment for fire departments in all parts of the country. Here is the Cherryvale, Kansas, equipment with a hose wagon on a D-Four chassis and chemical and chief's wagon on a K-Six-44 chassis

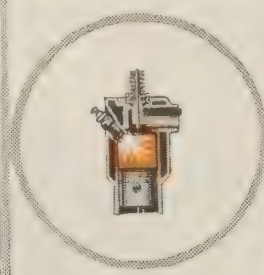
THIS Buick D-Six-45 has traveled more than 150,000 miles, according to its owner, James Dunn, farmer and stockman, living north of Stratton, Colorado

NO better evidence of Buick serviceability can be found than in the records covering twenty years of unfailing performance in meeting all types of business and personal motoring requirements. Wherever you go you will find satisfied owners who have had many years' experience with dependable and trustworthy Buick cars

THIS is a K-Six-49 with 1300 pounds of mail on the car and trailer, about 1,000 pounds being over the hood so that the driver has barely enough space to see the road on the left. The car is one of two purchased in 1918 by C. R. McNally, Roswell, New Mexico. Both have covered more than 90,000 miles in the mail service and are still making regular schedules

AND now they call it Buick Hill, because a 1922 Buick Four was the first car to climb the sand hill at Miller Beach, Gary, Indiana. Such climbing makes most hills one encounters while touring seem like small mounds. Buick, as Gary people now say, is the leveler of hills

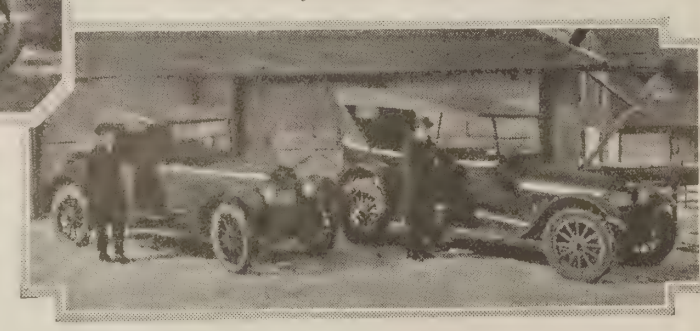
FOUR Buick Model 48 coupes are owned in the family of Mr. Timmons Harmount, president of the Harmount Tie and Timber Company, Chillicothe, Ohio. Mr. Harmount has owned fifteen automobiles. When he purchased a Buick Model 48, it proved so satisfactory he had to buy additional ones for his two sons and daughter



AS A mountain climber, P. O. Monsey, of Tyler, Texas, places his faith in Buick. Here he is seen with his family on the summit of Pikes Peak

"I HAVE driven this Buick, since I have owned it, 10,500 miles, making a total of 24,000 miles the car has run. It has been driven at a high rate of speed, over all kinds of roads, as you know a man in my business must travel," writes the sheriff of Stafford County, Kansas. And he adds, "The car is in just as nice shape as the day I bought it"

"BUICK cars give me the best of service for all kinds of roads and weather," writes Charles E. Schucker, funeral director, Rehrersburg, Pennsylvania. Besides this hearse on a K-Six-49 chassis, Mr. Schucker also owns a K-Six-45



"HAVING driven Buick cars since 1917 almost entirely in my business, over all kinds of roads, I desire to express my satisfaction in the service I have received," writes L. O. Bouquin, general contractor, of Oil City, Pennsylvania

# in all Lines of Business and Personal Motoring

OWNED by Fred Vreeland and J. O. Davison, of Murray, Iowa, this 1913 Buick is a general utility farm car. Here it is shown hauling in wood for the winter

"THIS is an E-Six-49 built into a taxicab, which has given more than 125,000 miles of satisfactory service," writes H. E. Bayard, of the Astoria Taxi Service, Astoria, Oregon

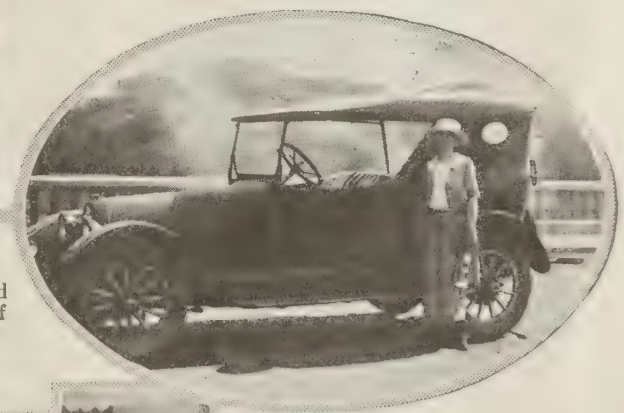
THIS ancient Buick proved its worth by carrying four passengers from New York to San Francisco without causing the owner a particle of trouble. The 1912 Buick covered 4,892 miles on the trip and is still in good shape

AS GENERAL MANAGER of the Antigo Telephone Company, Antigo, Wisconsin, Walter J. Gallon has traveled 14,000 miles in his Buick roadster. His 1921 roadster is his fifth Buick

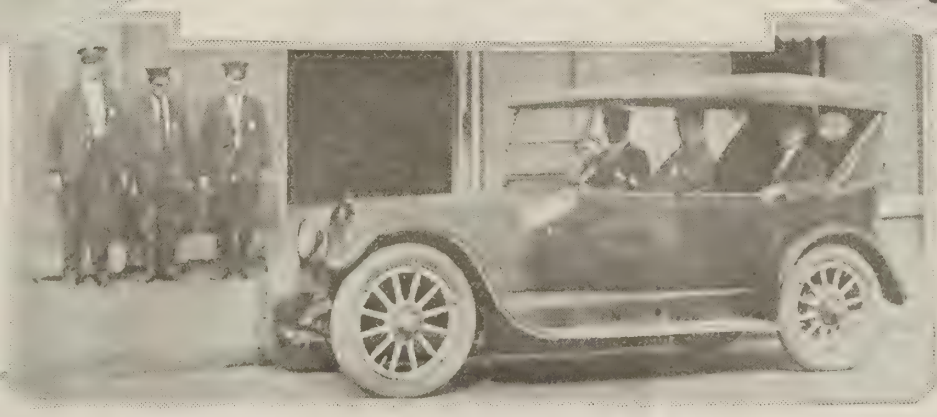
"I WAITED a year for my Buick and it paid me to do so," writes Charles D. Grace, horticulturist, of Mt. Carmel, Illinois

TWO future business men who appreciate the good qualities of Buick are Wiley R. Reynolds, of Jackson, and Harry Hood Bassett, of Flint, Michigan

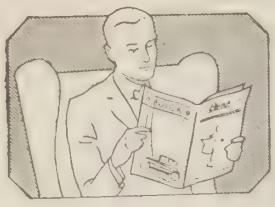
BUICK cars everywhere are favorites among professional men because of their in-built reliability and durability. This E-44, for instance, owned by Dr. E. H. Andrews, of Peru, has traveled faithfully more than 70,000 miles



"TO THE business woman, the Buick is a pleasure from all standpoints—strength, unfailing mechanism, endurance, speed and comfort—and it is so simple to handle and operate," writes Mrs. E. W. Johnson, of the Johnson Land Company, Independence, Iowa

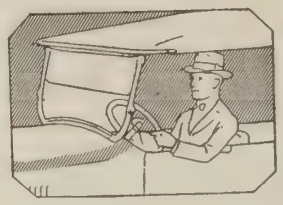


BOUGHT in 1920 by the City of Gainesville, Georgia, for the exclusive use of the police department, this Buick has traveled at rates of speed from 10 to 60 miles an hour over all kinds of roads and rough streets, often carrying as many as 12 passengers at a time



# KEEPING THE CAR IN TRIM

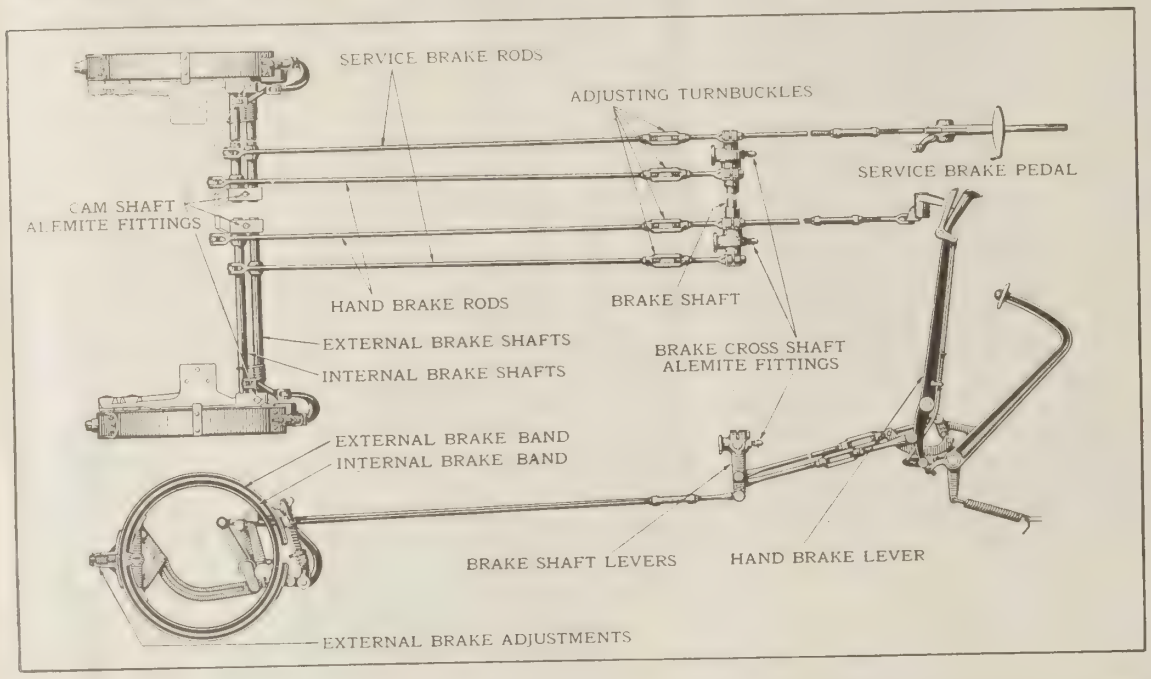
Suggestions for the Care and Adjustment of Buick Cars



## Adjustment of Brakes

IN placing the car in readiness for summer driving it is advisable for the car owner to give some attention to the condition of the brakes. Firm and positive brakes are not only essential to safety, but contribute to the comfort and mental assurance which every driver likes to enjoy. The service, or external brakes, which are in constant use, require occasional adjustment, in order to compensate for unavoidable wear on the brake linings and to insure smooth and positive operation at all times. In adjusting brakes the object is to take up the natural wear of the lining and to leave sufficient clearance between the brake band and the circumference of the drum, to prevent "dragging," or rubbing, at any point when the brake pedal is released, at the same time providing a firm grip on the drum when the pedal is depressed.

Particular attention is directed to the fact that service brake adjustments should be made at the brake and not on the brake rod. The proper procedure is to first disconnect the pull rods at the brake lever on the rear axle by removing cotters and pins; then adjust screw in the stop pin at the rear of the brake; adjust wing nut in the upper half and adjust lock nuts on the lower half at the front of the band. The bands should be adjusted to allow a uniform clearance of one thirty-second inch between the lining and the circumference of the drum when the brakes are released. After this clearance has been obtained, reconnect the brake pull rods, using an adjustment of the turnbuckle on the long rod, if necessary, to make connection between the pull rod and brake lever.




It is not an uncommon practice for owners to rely upon turnbuckle adjustments on the rod without making any adjustments at the brake itself. This practice results in poor operation of the brakes, uneven wear of the linings and is likely to cause "squealing."

Care should be taken that brakes on both wheels have exactly the same clearance, in order to insure equal braking effect on both rear wheels. Unequal braking results in unusual tire wear and may cause skidding on wet or slippery pavements.

It is very seldom that any adjustment is needed in connection with the emergency brake; but if one is required, the adjustment may be taken care of through the turnbuckle on the short brake rod.

## Hoof and Claw

*(Continued from page 4)*

lowered his antlers and struck at it indignantly with one of his hinder hoofs. When this attempt proved futile he fell to rooting and prodding the ground, till the stickiness had gathered a copious tribute of leaves and twigs and dirt. This process not accomplishing his purpose, he lifted his head and glanced about him with a worried air, his faith in his prowess apparently for the first time shaken.

McLaggan shrieked. At the strange sound of his laughter the bull returned and gazed up at him—no longer, as it seemed to McLaggan, insolently, but reproachfully.

"Go 'way, durn ye! Or ye'll be the death o' me yet!" gasped McLaggan.

Once more the bull's eyes blazed; and again he shook his antlers in defiance. But as he did so the can, now quite empty and resonant, gave forth a hollow clatter. The fire faded from the bull's eyes, and he jumped aside nervously. The can clattered again, still in the same place. The bull jumped yet again and shook his head violently. The can gave voice more clamorously. At that the courage of the valiant fighter, whom neither rival bull, nor panther, nor man himself could daunt, melted to skim milk. He broke into panic flight and the hollow protestings of the can kept time to the madness of his going.

McLaggan, with aching ribs, climbed down from his refuge, and stood surveying the wreckage of his supplies. There was nothing left worth picking up, except the axe.

"I'm obleeged to ye for leavin' me the axe," said he. "But ye might a' took it an' welcome. The show was worth the price!"

## The Romantic Biography of a 1911 Buick

By T. J. O'BRIEN

*Chief Engineer, A. G. Rhodes & Sons, Atlanta, Ga.*

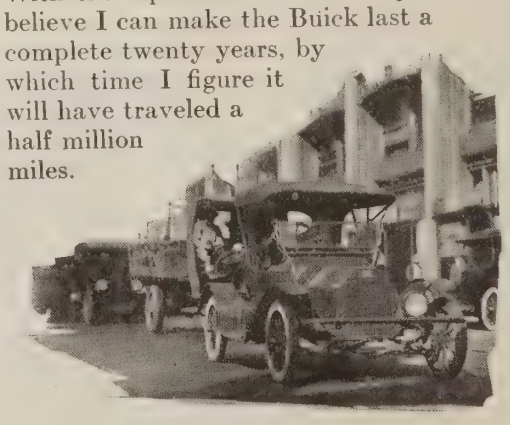
I BOUGHT a Buick Model 10 in 1911 from the Washington Automobile Exchange, Seattle, Wash., from Mr. Williams; paid $250.00 and a Cameron car for it. The speedometer reading at that time was something over 60,000 miles. I drove the Buick 10 about Seattle for six months, then drove from Seattle to Salt Lake City, Cheyenne, Omaha, Chicago, Cincinnati, Cleveland, Buffalo, New York City, Washington, Augusta, Atlanta, Jacksonville, and back to Atlanta. The speedometer was worn out. I put on a new Warner speedometer in 1914, painted the car and traded it for another make. The Buick came back to me in about six months when I again traded it, this time for a 1912 Cadillac.

I lost track of the Buick 10 until 1917 when it again came into my hands through a trade. At this time the speedometer was standing on 100,000 miles and broken.

I found a speedometer head in good shape registering 10,000 miles and put it on the Buick. I then scraped all bearings, adjusted all parts, and traded the car for an equity in a house and lot. The car changed hands two or three times and finally landed in a barn out at Bolton (suburb of Atlanta). The barn burned down, destroying the body of the car. In this condition I found my old friend and comrade; pulled the car out and decided it was a good automobile yet. This was in 1919. I had considerable trouble in getting a body for it; best I could do was this roadster body, Model 24.

With the exception of this body, rear fenders, one front transmission hanger bushing and one cone clutch leather, it is just as turned out by the factory. Runs good, looks good, and I believe it will outrun anything of its same cylinder displacement in this part of the country.

According to my calculations the Ten has already run more than 250,000 miles. With the replacement of a few parts, I believe I can make the Buick last a complete twenty years, by which time I figure it will have traveled a half million miles.



Taking to the river where the torrential rains had washed away the bridge

Vital parts of the mechanism were removed as the car was completely submerged

# Trip Through the Bush of Africa Verifies Buick Reputation for Power and Endurance

By JOHN DEACON, Kew Gardens, London, England

I ENCLOSE some photographs of your car which I used on a trip of some 300 miles in the Bush in Africa just after the military operations were finished in that part.

A short description of the trip might interest you. I was instructed to proceed over some of the late fighting ground to locate graves and was given three cars, two Ford box cars and one six-cylinder Buick, 1916 touring model, which had been converted into a light box car; the cars were very heavily loaded as we had to take gear and food for some twenty days for seven people.

The two Fords broke down very early and had to be abandoned after having been towed in by the Buick some fifteen miles to the nearest station. This caused a redistribution of loads and the poor Buick had to carry nearly 1,000 pounds of gear besides petrol, oil and five people, and, to make matters worse, the rains, which are torrential in those parts, broke early, and some of the bridges which we used to cross on our outward journey were washed away on our return, which is the subject of these photographs. Through swamps and very muddy portions of the roads we had to use a rope and pulley attached to the front of the chassis. The roads, by the way, are only clearings in the forest, not hard, macadamized or metaled roads.

Crossing one river, we had to take carburetor, distribution head and all such vital portions of the car off and plug and wrap up the corresponding connections and all parts likely to be affected by the water, as you can see the car was completely submerged, but completed the day's run another thirty miles further on, after an hour's delay to replace the various parts taken off, and tune up again. Another river luckily had an aerial rope-way which had been used during operations for transporting porters' loads, but had not taken a car. After unloading and taking the car to pieces it was successfully carried over.

The car behaved wonderfully well the whole of the trip out and back and the only troubles we had were tire troubles, which were only to be expected owing to the overloading and style of road.

Such roads as are shown in the illustrations are not very conducive to easy driving and it was solely through the behaviour of this car I decided to buy Buick cars from the Salvage Board who were selling all military cars in East Africa.

I bought some twenty Buick cars and some of them I converted into twelve-seater busses which did on an average of ninety miles a day in Zanzibar. The petrol consumption was eighteen miles per gallon, with which I was perfectly satisfied. Unfortunately, I could not maintain the business and gave it up in 1919, owing to the financial slump.

If I ever start the business again I shall certainly use Buick cars.

After an hour's delay the Buick was again on the road under its own power

Where one bridge was gone, a rope-way was used to transport the car across

VALVE-IN-HEAD Buick MOTOR CARS

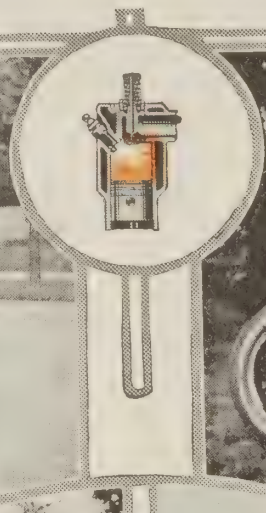
This shows the kind of roads the Buick had to negotiate most of the way

The roads were hard on tires, which was the only thing that troubled the party

The car had to be pulled along this road parallel to an overflowed river

# Long Motor Trips Establish Buick Serviceability

RECORDS at Yellowstone Park show that Buick has been the most popular car at the park, more Buick cars entering each season than any other fine automobile. And that is natural because Buick performance for twenty years has proved the reliability of Buick mechanism.



### Superior to Others He Has Owned

"I TAKE pleasure in writing you that I attribute not a small part of our enjoyment of the trip last summer to the wonderful efficiency and economy of the Buick Six," writes L. J. Wills, branch manager of Armour & Company, Battle Creek, Michigan.

"We drove the 1,324 miles on 71 gallons of gasoline and three quarts of oil," Mr. Wills continues. "At Oil City, Pennsylvania, we put about three quarts of water in the radiator, the only time it was filled on the entire trip.

"Our mileage was remarkable when you consider the various kinds of gasoline we used. Another fact worthy of note is that we were in and around Oil City a greater part of this trip, and any car that will operate successfully there, ought to be able to travel anywhere.

"I have driven a great many different cars and have owned several Buick cars. This new model is superior to any I have ever owned."

### 4,000 Miles Without Trouble

"WE took a nice trip in our Buick through Nebraska, Iowa, Kansas and Missouri, covering about 4,000 miles without the slightest trouble, until we had a puncture ten miles from home," writes Walter T. Gingrich, Duncan, Illinois.

"We are more than pleased in every way with our sedan and if everyone knew as much about the Buick as we do, nothing but Buick cars would be sold.

"The photograph shows myself driving the car and Mrs. Gingrich standing beside the car, and Mrs. Gingrich's mother, Mrs. Miller, in the rear seat."

### Eleven Months of Outdoor Life

TRAVELING 12,000 miles through seventeen states, Mr. and Mrs. E. E. French and J. S. Gage, of Hampshire, Illinois, spent eleven months in the open with their Buick car.

The party headed South, toured through Texas and around to California, up the Coast and returned by way of Yellowstone Park.

"We camped out all the time, with the exception of three nights, and fished and hunted en route, thereby requiring a lot of extra equipment," writes Mr. French. "In addition, we carried five gallons of water on the running board.

"One view shows a route we followed in a dry bed of a stream, over rocks and through sage-brush. The other was taken in northern Idaho in the great forest."

### "No Trouble at All"

THE camera caught Mrs. H. D. Duncan, of Lincoln, Nebraska, "cleaning up breakfast dishes," while with Mr. Duncan and their Buick she was camping at Woodland Park for a ten-day visit in Seattle, Washington.

The Duncans made an extended trip all over the country and when they were asked how the car stood up, both answered, "No trouble at all."

### Climbs Steep Grades Without Trouble

"FOLLOWING the Yellowstone Trail from Chicago to Yellowstone Park, we heard many reports about the steep grades and dangerous roads, but we had confidence in our Buick and knew it would go where any other car could go, and we made the climbs, which were very steep, without any trouble," writes Mrs. George A. Young, of Elkhart, Indiana, who with Mr. Young toured through to the Pacific Coast and return.

"With the exception of a few nights spent with friends, we camped out and cooked most of our meals and thoroughly enjoyed the 7,887 miles we covered in the Buick. We used 406 gallons of gasoline and 13¼ gallons of motor oil."

### To Florida and Return Every Winter

"I HAVE a K-Six-49 that I have driven more than 21,000 miles, driving to Florida and return every winter," writes C. E. Hayward, of Whitehall, Michigan. "The Buick has gone over practically impossible roads with no more than the usual attention. I am very well pleased with my car and feel that your slogan is right."

Eight gaily bedecked Buick Valve-in-Head Sixes lined up at the Ferry Building, San Francisco, furnished by the Howard Automobile Company, to transport the Imperial Potentate of the Mystic Shrine and his Divan to the Islam Temple Building upon their visit to San Francisco to arrange the details of the big annual Mystic Shrine convention, scheduled to be held in San Francisco, June 13, 14 and 15.

# Buick Cars Help Mystic Shrine Officials Arrange Details for Annual Convention on Coast

San Francisco is making great preparations for the entertainment of the thousands of Masons who plan to visit the Golden Gate city during the week that members of the Mystic Shrine are in national convention in June of this summer.

When Ernest Cutts, Imperial Potentate, from Savannah, Georgia, and his Imperial Divan, paid an official visit to San Francisco to arrange all the details for the big conclave, the members of Islam and Aahmes Temples gave them a royal reception.

One of the main features was the big parade held in their honor and the eight handsomely decorated Buick cars which had been furnished by the Howard Automobile Company for the occasion, attracted the attention of the thousands of interested spectators.

It was only natural that the national officials should enjoy the comfort and convenience of the Buick. Some had left Buick cars at home and the others knew of the pleasure accompanying Buick serviceability.

Each driver of the eight Buick cars was a member of the Shrine. As the Buick cars, bedecked with American flags, red, white and blue shields and Masonic emblems, were piloted through the streets, carrying men so prominent in national Masonic affairs, it was easy to visualize the standing of Buick motor cars in the world at large.

Ernie Heuter, Potentate of Islam Temple, and his entertainment committee, were highly complimented on their selection of dependable Buick cars for this momentous occasion.

Wm. Paulson Louis Paulson Geo. Paulson, Jr. Harvey Paulson Ray Paulson Art Paulson John Paulson

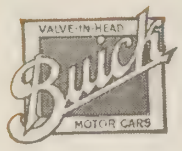
# Seven Buick Motor Cars in One Ogden, Iowa, Family

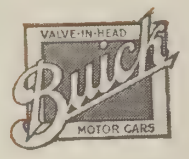
Here are six prosperous farmers and a banker, all of one Ogden, Iowa, family, and their Buick cars. In the illustration are seen Buick cars dating back to the B-55 of 1914 and up to the 1922-Six-49 touring car.

It is needless to say that the Paulsons are ardent in their praise of Buick qualities and, considering the great number of Buick cars owned in the vicinity of Ogden, their advice as to the right car to purchase has been largely followed. Several of the Paulsons have been driving Buick cars for eleven years.

Once a Buick car is purchased by a member of a family, there is so much satisfaction in its ownership that other relatives do not wish to be denied the advantages of the dependable, economical and comfortable transportation its unfailing mechanism affords.

# If you wish to make an investment in uninterrupted transportation, buy a Buick. One of the following Buick models will surely meet your motoring requirements.




## BUICK FOURS

| | |
|---|---|
| 22-Four-34 *Two Passenger Roadster* | $ 895 |
| 22-Four-35 *Five Passenger Touring* | 935 |
| 22-Four-36 *Three Passenger Coupe* | 1295 |
| 22-Four-37 *Five Passenger Sedan* | 1395 |

## BUICK SIXES

| | |
|---|---|
| 22-Six-44 *Three Passenger Roadster* | $1365 |
| 22-Six-45 *Five Passenger Touring* | 1395 |
| 22-Six-46 *Three Passenger Coupe* | 1885 |
| 22-Six-47 *Five Passenger Sedan* | 2165 |
| 22-Six-48 *Four Passenger Coupe* | 2075 |
| 22-Six-49 *Seven Passenger Touring* | 1585 |
| 22-Six-50 *Seven Passenger Sedan* | 2375 |
| Special Six-54 *Sport Type Roadster* | 1785 |

## COMMERCIAL CAR

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BUICK MOTOR COMPANY, FLINT, MICHIGAN

*Division of General Motors Corporation*

Pioneer Builders of Valve-in-Head Motor Cars

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1922

# THE Buick BULLETIN

Published by the [illegible] of the Buick [illegible]

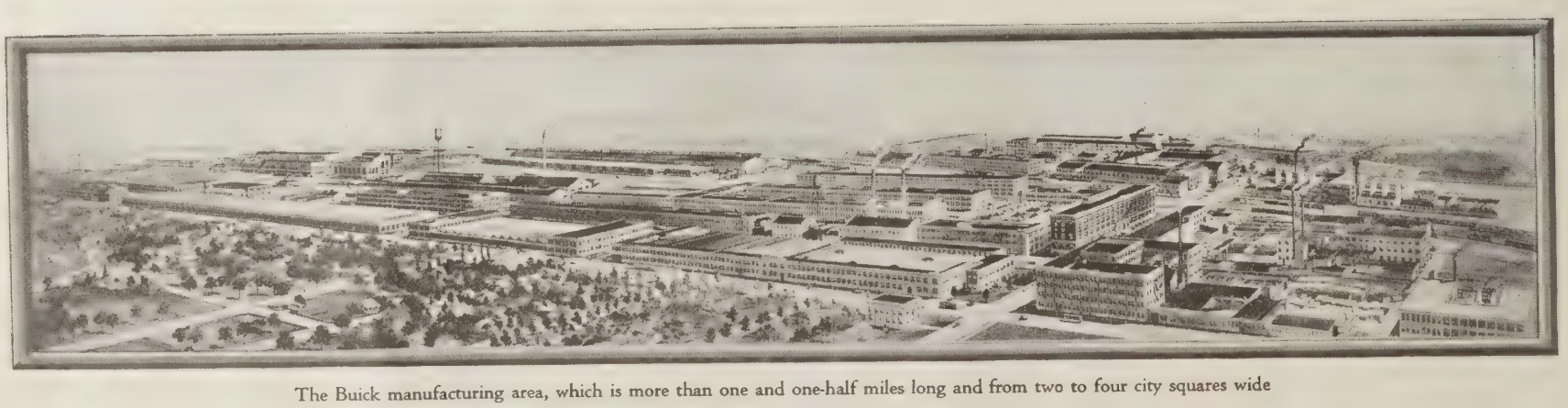
MAY 1922 [illegible] CENTS A COPY

The Use and Abuse of Automobile Headlights—*page 5*

# BUICK STRENGTH

The main office of the Buick Motor Company, Flint, Michigan

BUILT around the beautiful and efficient office building, are more than forty Buick plants, comprising the great industrial area devoted exclusively to the manufacture of Buick Valve-in-Head motor cars. Not only is this immense group the means of Buick manufacturing advantages and production plans, but it is also visible evidence of the strength and stability of the Buick organization itself. Like the Buick motor, the organization has been developed through a period of twenty years to its present standing in the automotive world, adhering consistently to the ideals and policies established with the production of the first Buick car.



The Buick manufacturing area, which is more than one and one-half miles long and from two to four city squares wide

THIS great area hums with industry; yet, its operations are so scientifically directed that its smoothness and order astonish the casual observer. What is known as the Buick system of progressive manufacture is employed, the two-score buildings and the many departments being arranged so that each succeeding operation follows naturally and easily after the one that preceded it. For illustration the whole manufacturing organization might be compared to a river with endless tributaries and emptying into a gulf. The "gulf," in this instance, is the huge acceptance station where the cars are received before being loaded for shipment. The "tributaries" are the various factory departments in which the parts are made and finished and sent on their way to join the main procession as it passes. As the parts merge toward a central stream they are assembled into the motor car, and the car, as it moves along the line, gathers more and more of the mechanisms, which complete the finished Buick Valve-in-Head motor car.

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

Subscription rate, Fifty Cents per year.
Mailed under third class permit.

E. T. Strong, *Managing Editor*

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Flint, Michigan, U. S A.

Vol. X No. 5 May, 1922

# The Last Day of School

*by* Carrie Hunt Latta

IT was the last day of school at White Pigeon, a great event, for few things happened in the small village. The schoolhouse was old and the pupils few in number, but, nevertheless, there were to be "exerycises," and the school had "taken up." The dark, uneven floor had been scrubbed and the word "welcome," done in pasteboard and in tin foil, was fastened above the door.

The teacher's desk was a mass of apple blossoms that afternoon, and the teacher, like the blossoms, was all pink and white and sweet. She seemed a bit tired and there was an anxious look in her eyes as she glanced about the room, watching the two "bad boys" closely.

All the little girl pupils wore clean, starched dresses, and many of them had their hair "kinked" for the occasion, while the boys had been soaped and scrubbed.

The "Biggest Girl," who had the proud distinction of having finished the course required at this school, was gowned in the glory of a new red and white lawn dress, and, as a mark of honor, had been excused from performing that afternoon and was allowed to "call the names" instead.

When everyone was comfortably seated, the little teacher, Miss Rosie Dale, rapped for order. The whispering, giggling, and shuffling of feet ceased. The teacher murmured softly:

"Let us pray."

Every little head in the room was bowed. The mothers and elder sisters who were present looked about at the youngsters anxiously, and seeing that all was well, bowed their heads also.

Just one person, a tall, dark-eyed young man, failed to join the others. He fully intended to do so but his eyes were riveted on the figure of the little teacher who prayed in such a low, sweet, faltering way that he could scarcely hear her. But, whatever she said he knew would be all right and he felt sure the Lord would hear her. Who could help granting her a request? Who could help loving her?

Then, as the school supervisor had requested Miss Dale to have one recitation that afternoon, in order that the mothers might see that their children had really made some progress, she called her star class.

"Geography class number one will come forward," she said.

What had come over them! They crowded forward, pushing, giggling, and stumbling. She spoke sharply to them but they only hid their faces and grinned.

"Kicker" Lesby was the first boy called upon. He had been christened Bartholomew but because his mother had often told how he kicked in his sleep, the name of Bartholomew was forgotten.

"Kicker, what is the capital of Maine?"

"Kinnybec," he answered promptly.

"Oh, you're thinking of a river in Maine," she said, trying to smile. "Can you tell us, Cedric?" she asked of a red-headed, freckled boy, whose mother read novels. He was Cedric to just two people in the world. To all others he was "Speck."

"I—I know, b-bub-but I can't th-think," Cedric stuttered.

A brown-eyed girl at the far end of the bench gave the correct answer. The teacher then asked several questions with which she knew every young hopeful in the class was perfectly familiar. But they all made such ridiculous replies that Miss Dale's cheeks burned with mortification.

Finally she said in a tone of desperation:

"Will someone in this class please tell me what an island is?"

One hand went up instantly. Miss Dale smiled encouragingly.

"Rettie, who is the youngest member of the class, will answer."

The little girl rose slowly, twisting her fingers. The tears glistened on her lashes and her lips trembled.

"Pleath, Mith Dale, thay, pleath —Thammy hit me on the neck with a thpit ball."

A terrible silence followed. Then Miss Dale walked down the aisle and looked the offender in the eye.

"Sammy Seward, did you hit Rettie with a paper wad?"

He laughed nervously and glanced across the room. His mother was present. He did not answer. His mother, with her baby in her arms, was looking at Sammy closely. She rose, dumped the baby into her neighbor's lap and walked hurriedly across the room.

"Did you, Sammy?" the teacher asked again. But this time Sammy did not hear. He was looking at his mother who was approaching swiftly.

"Did you throw thet ball er didn't you?" his mother demanded.

"Yessum," he whimpered, with eyes large and expectant.

Mrs. Seward's jaw closed with a snap as she gathered Sammy up in her strong arms.

"You go on with the exerycises, Miss Dale. I'm stouter'n you."

Two minutes later, from behind the woodshed came a sound that would have put an Indian chief to shame. And when Sammy returned he was seated, very firmly and suddenly, at his mother's side, in one of the little seats, his proud spirit broken for the time being.

The geography class was dismissed. Then the "Biggest Girl" read off the names one by one, and the performers came forward.

A nervous little boy with long hair and large eyes spoke, "Roll on, thou deep blue ocean, roll," and sighed heavily as he finished.

There were two "select readings," very long and tedious. Through these readings the teacher had a hard time keeping order. Then there was a dialogue between two much embarrassed boys. It was a supposed conversation between a father and son. The smaller boy, in short, tight trousers, took the part of the father, because the older boy, who wore long, floppy trousers, refused to take it.

Then the "Biggest Girl" called, in a very loud and important tone:

Hanging across the dish, limp, half dead and pitiful to see, were withered spring beauties and a few poor little blue violets

"Ivy Ralton. 'The Dainty Flower Maiden.'"

Ivy rose, hesitated, then came forward. But she did not take her place to speak. She went to the teacher, and whispered something in her ear.

The teacher spoke to the "Biggest Girl."

"Call the next name, Mary. Ivy has to go for her basket of flowers."

Mary did as she was told and Ivy disappeared. Then, after a little girl, dressed in pink cambric and wearing a gilt crown, sang a patriotic song, Ivy's name was called again. Ivy did not respond. The teacher went to the door. Ivy, her face a blur of tears, was running about the school yard like a wild thing. She confided to the teacher that she had hidden her basket of flowers behind a log but had forgotten which log.

The teacher sighed, sent one of the girls to help Ivy, and again told the "Biggest Girl" to proceed.

Between two recitations, a song was sung; a song which the teacher did not know was to be sung. In fact, it was a surprise for her; an old song slightly changed for the occasion. Usually it ran:

"'Tis hard to part from friends we love."

But this time it was sung:

"'Tis hard to part from Rozee Dale."

The teacher gasped. The mothers smiled indulgently. The dear children! How sweet and thoughtful of them!

The tall young man in the back of the room scowled darkly.

"Little heathens," he muttered. "What right have they, or anyone here, to call her Rosie?"

Then Ivy appeared. She was an overgrown girl with straight oily hair, her dress was white and in her hand she carried a wooden butter dish, such as grocers use. Ivy had made a handle of twine and tin foil. Hanging across the dish, limp, half dead and pitiful to see, were eight or ten withered spring beauties and a few poor little blue violets.

Ivy gave a jerky little bow, closed her eyes tightly and began in an excited tone:

"I am a dainty flower maiden,
I have roses and lilies fair,
I am—I am—I have—forgot."

She stumbled.

"Go on, Ivy, 'I—am—a dainty—flower maiden,'" prompted the little teacher.

Ivy started again—but ended quickly in a flood of tears.

"There, there, Ivy," the teacher patted her shoulder. "It's all right, all right. Go to your seat."

Ivy, humiliated, but with enough grit left to stick out her tongue at a girl who laughed as she passed her, went to her seat.

As Ivy reached her seat, Tom Snyder, the "Biggest Boy," raised his hand. Miss Dale looked at him in alarm. She raised her eyebrows and shook her head, but he was not to be silenced.

"Cain't I pass th' water, teacher?"

A sigh of relief escaped her as she answered.

"If it is necessary, Thomas. All who are thirsty will raise their hands."

Every hand went up. But there was one hand, a dirty hand, that remained high in the air. Miss Dale was annoyed. "Very well, Ebie, (his name was Ebenezer), I know that you are thirsty. Thomas will pass the water."

"I—I mean that I ain't thirsty ef Tom passes the water. He gits to pass it ever' time."

"Thomas is strong and the pail is heavy. Thomas, pass the water, please."

Thomas did as he was bidden. Ebie scowled deeper, and refused to drink. There was much dribbling of water, some giggling and more or less strangling among the boys. The girls sipped gingerly for fear of stray drops on starched clothes.

John Carter tipped the gourd, accidently, of course, so that a fine stream of water poured from a tiny hole in the end of the handle. It ran down the back of the girl who sat just in front of him. She looked incredulous for a moment, then rose with flashing eyes, and boxed his ears soundly. John ran and bumped directly against the teacher who was approaching. She gave him several raps with the ruler and he spent the next half hour in a corner with his back to the audience.

A bluebird, tilting to and fro on a low hanging bough, warbled on and on, telling the story of its happy little heart

Then when the empty water pail was put in its place, the "Biggest Girl" called upon Blanchie Black. The child rose and tiptoed daintily up the aisle. She carried her head high, a look of proud defiance and self-reliance upon her face. She bowed profoundly. Then she bowed again. Her self-reliance left her suddenly—and she gasped and looked about. Blanchie felt, for a moment, as if she had lost her voice. Then she started with a rush that made her words unintelligible.

"Come, come, come,
The Summer now is here.
Come out among the flowers
An' make some pretty bowers.
Come, come, come.
Come, come, come.
Oh, come, come, come."

There was a second verse, and a third, which ended with a shriek. The teacher, despair written on her face, crossed the room to her desk.

Blanchie went back to her seat—and relieved of the nerve strain of "recitin'," she buried her face in her folded arms and wept out her heart's bitterness.

The teacher looked about the room helplessly for a moment, then turned to the window, motionless. Her heart was heavy indeed. It had all been such a failure. If she could only be alone, she, too, would have a good cry.

But at that very moment she caught sight of a bluebird, tilting to and fro on a low hanging beech bough. It warbled on and on, telling the story of its happy little heart, that it almost drowned the sound of Blanchie's sobs. The smell of springtime, of newly ploughed ground, of bloom and blossom, came to the teacher like a breath of heaven. After all, what did any of these little troubles amount to when one lived in such a beautiful world? Her face brightened, a smile came to her lips. She turned, lifted her hand as a sign for her pupils to rise, and sang in a tone which rivaled that of the bird, so clear and sweet it was, the song dear to all childish hearts:

"Joy to the world the Lord
is come
Let earth receive her King."

The children lifted their heads and sang. And from among the trees in the woods to the old schoolhouse came the echo:

"And Heaven and Nature
sing."

And the little stream at the foot of the hill joined in the song; and the gentle wind took up the refrain and wafted it straight to Heaven. Little Sammy, of spit ball fame, sitting at his mother's side, slipped his hand in hers, and begged a silent pardon. She squeezed the mischievous little hand, and they both sang.

Ivy, the dainty flower maiden, who had suffered deep humiliation that day, sang discordantly, but joyfully, and smiled a forgiving smile at the girl who had giggled.

And little Blanchie, with eyes and nose swollen, in a gurgling, stopped-up, choking voice, sang also. And as she sang, she forgot—and joy filled the little heart she thought was broken.

Afterward, when every one had gone and the little teacher was alone, she gathered up her belongings and locked the schoolhouse door, with a sigh. As she dropped the key in her pocket, a man's voice announced:

"I shall catch Sammy Seward and give him the licking of his life."

She looked up into his eyes. Up, because the voice belonged to the tall young man.

"Oh, no. Sammy wasn't the cause of it all. You would have to whip all of them, I am afraid. Wasn't it——dreadful?"

She turned her face away to hide the sudden tears. The young man walked at her side. When he spoke his voice trembled with earnestness.

"Rosie, don't tell me you intend to teach those little yahoos again next year."

She did not speak.

"Are you, Rosie?" he questioned.

"Well, I haven't said I wouldn't," the girl whispered.

And a bluebird near by sang again from the wood where twilight was gathering, and came the low answering call of its mate. And the air was sweet with blossom and bloom.

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

NOT only does the great inconsistency in headlight dimming laws and regulations throughout the country present a problem to the motor car manufacturer but the discrepancy also imposes difficulties and dangers on the tourist.

The traveler does not know what to do as he motors along strange roads at night. Is he expected to dim his lights on the approach of another vehicle or is he permitted the use of the full strength of his lights at all times? Or do traffic rules require that his lamps always be dimmed one way or another?

Those who have motored through various parts of the country in recent years realize that there is something fundamentally wrong in the present and common practice of dimming electric headlamps. A better understanding of the problems of driving a motor car at night is needed both by state authorities, in whose power it is to make laws governing the use of lights, and by motorists generally.

The idea that when two cars are approaching each other both should dim their lights has been proven basically unsound, dangerous and injurious to both drivers. What is needed is more light properly used and not less light improperly used.

* * *

THE dimming of lights on country roads is responsible for more crossing accidents, more collisions at turns or narrow parts of roads, more running down of pedestrians and vehicles than any other single cause.

On first thought, this may seem somewhat overstated. Most of us have believed that the safest way to drive at night was to cut down the lights. That was because we were more interested in the other driver's bright lights than we were in watching the road. The oncoming glare attracted our eye and we signaled for the driver to dim. Either he did or he didn't and we thought him either courteous or discourteous. With our attention focused on approaching lights, it has been natural for us to become blinded, to wish that the driver would turn them down so that we might pass with our own lights dimmed, and to believe that dimming was the only solution for the problem of driving at night.

What happens when approaching drivers dim their lights, thinking that they are helping each other? Let us see.

Where there has been a great abundance of light, sufficient for driving at moderate speed, there is now little light, scarcely more than in the days of the old-fashioned oil lamps.

Neither driver can see the road ahead of him. He does not know what obstruction is before him. He does not know but what there might be a horse-drawn vehicle or a pedestrian in his path. He cannot see because he has not enough light on the road. In that pocket of blackness, most any object might be hidden that would cause a far more serious accident than could happen if one knew how to drive properly in the face of approaching lights.

* * *

BECAUSE it is recognized that there is more harm done in driving with dimmed lights than with bright lights, some sections of the country are now penalizing drivers who dim their lights instead of those who fail to do so.

On some roads authorities agree that it is safer to drive at night with all cars using bright lights than it is to motor over the same roads during the day.

And why? Because the bright light thrown far ahead of the car is the best signal possible to show that a car is making a turn in the road, is coming from behind some obstruction, or is approaching another vehicle or pedestrian from the rear. Noise may drown the sound of a horn, but what is there that can obliterate the warning signal of a pair of bright headlights?

On hills, climbing up or going down, over narrow roads, through wooded country and thickly populated districts, the driver needs all the light he can possible have, even if he is only moving at an ordinary speed. His task is one of both keeping his car on the road and avoiding what may be in the way. Many of us have thought without careful reasoning that the best way to succeed was for all cars to dim lights.

* * *

THE secret of good driving at night is not asking the other fellow to dim his lights but to use strong lights properly focused. When lights are not focused properly and send their rays crosswise of the road or up in the air, the driver is not only deprived of good lights but also becomes a nuisance to the motorist approaching from the opposite direction.

When a spotlight is used on the windshield post, its rays should be focused to strike the road immediately in front of the right-hand fender. In any other position it fails to fulfill its purpose and confuses other drivers.

Proper focusing of lights makes it possible for the driver to keep his eyes on the road. While it may be somewhat natural for one's attention to be attracted to bright lights, it is not at all difficult with a little practice to ignore them completely, remembering only that they are the sign of an approaching car.

The next time you are driving at night and meet a car with bright lights, just try this experiment. Don't signal for the other driver to dim his lights. Let them tell you the course of his car but don't look directly into them. And then keep your car on your side of the road and watch the highway ahead of you directly in front of your car and to the right-hand side.

You will be surprised how simple a matter it is to drive easily and safely in the glare of powerful lights.

Another good thing for motoring would result if pedestrians would acquire the habit of walking on the left of the road, much in the manner that experienced railroad men always walk on the left-hand track on double track systems. In this way the pedestrian or the trackwalker can see what is coming and can direct his steps in advance of any danger of being run down.

Improved highways have been a great boon to residents of country districts and sections on the outskirts of towns and cities. Good roads mean better walks for them and it is not at all uncommon to find many of them out at night, enjoying the air, perhaps wheeling baby carriages or walking with children in hand.

* * *

HOW easy it is to miss seeing these pedestrians, who are entitled to walk on the good roads provided for the community, when one is driving with dimmed electric lights. They are lost in the darkness and if they are on the right-hand side of the road, they have no warning of the approach of a motor car when the car is coming from the rear with very dim lights.

Regulations controlling the use of electric lights are of great concern to those who drive. An intelligent use of the roads is needed and likewise an intelligent use of electric headlamps.

Think of the instances that have come to your attention where accidents have resulted from driving with dimmed lights. And then try to recall those that might have come from bright lights. If you think that you should lessen the speed of your car in the face of bright lights, very well; but for the safety of yourself and others who may be on the road, stop dead still if you think that you must dim your lights when another car approaches you.

It is not a question of reducing the strength of headlights so much as it is one of making the best use of stronger light properly focused.

# MEN YOU SHOULD KNOW ABOUT

## JOHN HUGHES, *Superintendent of the Sheet Metal Factory*

WHEN a specialist of international standing has the facilities of a large and progressive organization back of him, it is only natural that he should make tremendous strides in the advancement of his particular pursuit.

Such has been the success of John Hughes, superintendent of the Buick plant devoted to sheet metal stamping work. Starting early in his trade, he has developed with the automotive industry, keeping well in advance of the trend of the day.

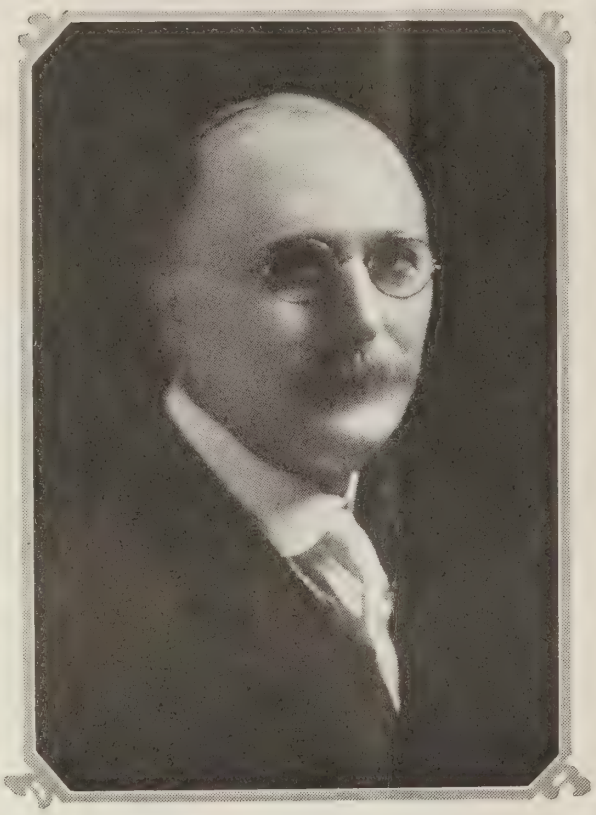
In 1902, Mr. Hughes was superintendent of the Parish & Bingham Company plant in Cleveland, where he had his first experience in making motor car frames and general stampings for under frames. While he was in the employ of this concern, he had the opportunity of experimenting with the first nickel steel for automobiles and his success later in forming nickel steel frames was the beginning of his reputation as a thorough student and practical developer of metal stamping work.

The designing and building of the first six-cylinder hydraulic press ever made for the manufacture of motor car frames was another accomplishment for which Mr. Hughes is recognized throughout the industry. This machine was capable of forming a side frame 16 feet long at one stroke, which was considered a remarkable achievement. Mr. Hughes also made the dies for the first kickup machine for making frames in Cleveland.

He made his first Buick frames in 1908, while in the employ of another company, but soon joined the Buick organization, which was one of the pioneers in this important field of metal stamping. Today the visitor may wander among the immense toggle presses and lighter machinery and see dies and machinery developed by Mr. Hughes and his assistants that can be found in no other sheet metal factory in the world. Through the efforts of these experts many operations are now being performed in this factory as part of the routine of production which a few years ago the foremost stamping manufacturers of the country declared either impossible or impractical.

"I have had lots of excitement helping to develop new dies and new tools of all kinds to improve our product," Mr. Hughes said recently. "One of the most practical things we have done so far was to develop the shroud die, which was designed by Mr. Kurchus and which I personally worked on nights in order to get it into production as soon as possible."

Forming the shroud, or the forward part of the body, is one of the heavy operations in the plant. It is stamped from a single sheet of heavy metal, complete in one operation, by the use of a most ingenious expanding die. This die is used in immense toggle presses, which are also used in making fenders, radiator shells and other large parts.



JOHN HUGHES
Superintendent of the Buick sheet metal plant

Another interesting machine is the press that performs three succeeding operations simultaneously on the sides of the Buick hood. Three men work side by side at this machine, which is fitted with three sets of dies. The first man lifts the sheet from a pile at his side and places it under the first die. While the machine is moving upward again he passes the first piece along to the second man, who puts it under the second die, while the first man is putting in a fresh sheet on the first die. In the same manner, the second passes the sheet along to the third man, and this method is kept up continuously, so that each descent of the dies the three operations are completely formed.

Mr. Hughes and his organization have worked out many other commendable improvements in solving the problem of reducing the weight of motor cars without sacrificing strength. Since Mr. Hughes has been with Buick a great number of parts formerly made of metal castings have been very profitably stamped from sheet metal.

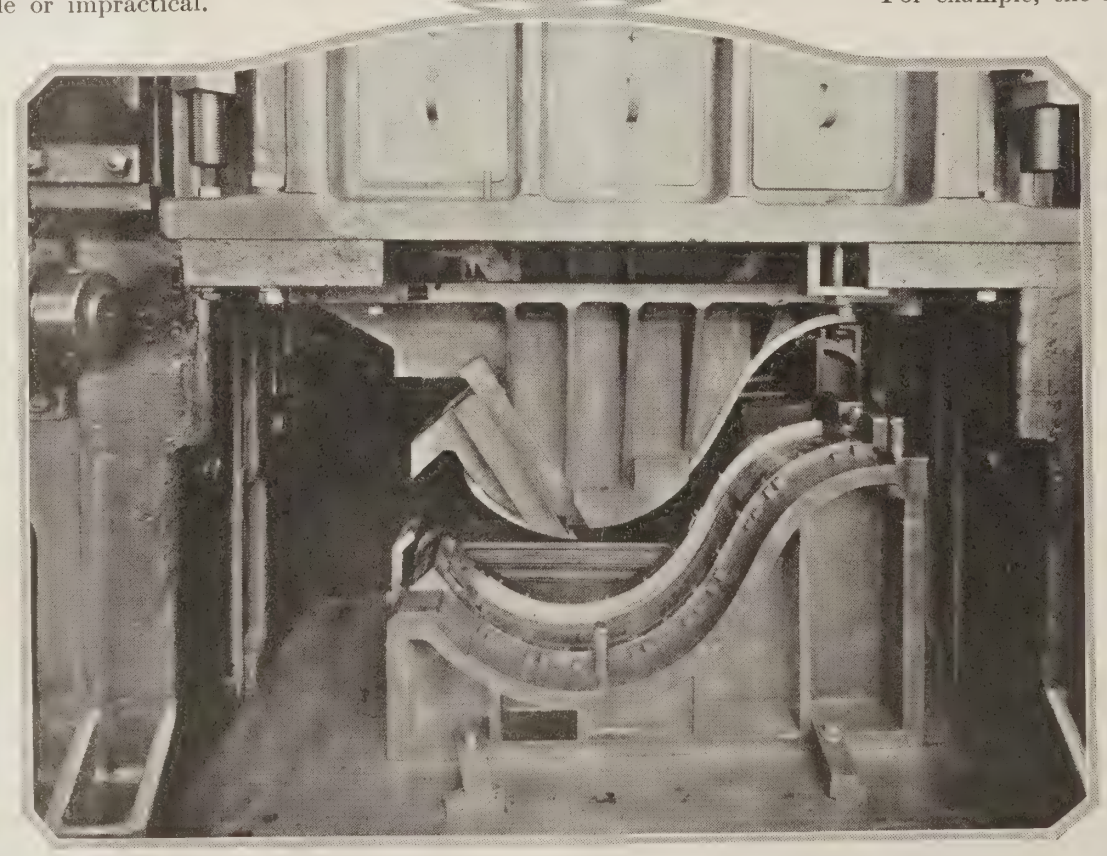
While some of the metal stampings are quite simple, many of them are decidedly complex and cannot be made except with the aid of expanding dies. An idea of the difficulties encountered by the Buick sheet metal plant may be had when it is pointed out that when expanding dies are used the metal is not only formed to shape but is actually stretched while cold by the pressure of the expanding die, necessitating that the outer edges of the metal be held very firmly in place during the operation. Add to this the fact that it is not readily moulded without wrinkling and buckling, and you have a fair conception of various problems that confronted Mr. Hughes and his assistants.

In all about five hundred parts are made in the Buick sheet metal factory, from small washers up to the metal covering for the bodies, and the types of machinery are cunningly adapted to the various classes of work.

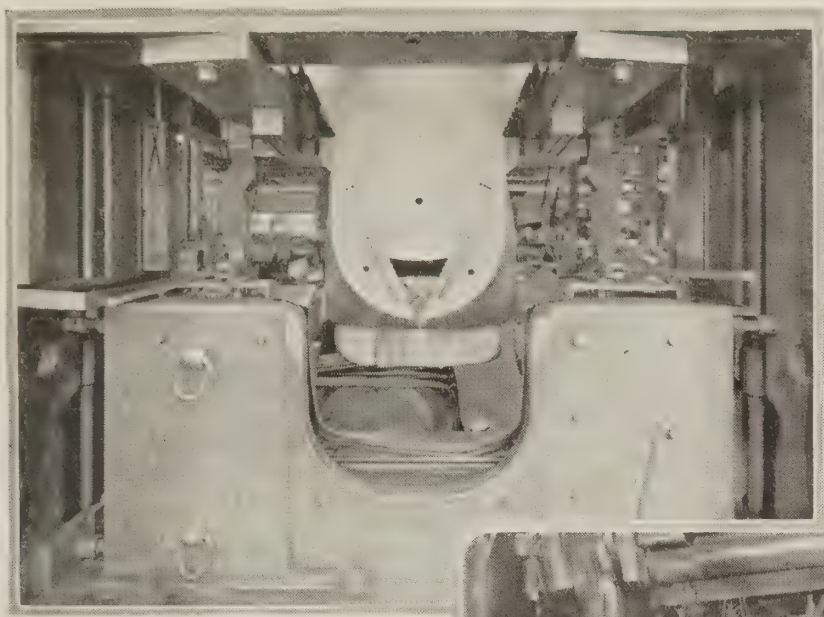
For example, the rear wheel panels of the body necessitate a press of unusual capacity.

In following out the stream lines of the body, the upper parts of these panels are rounded outward, while the lower parts have a deep curved depression to make room for the rear fenders and wheels. The presses used for making these panels are of the hydraulic type, with a capacity of 350 tons pressure. Oil is the medium used to furnish the power, and a complete oil compressing equipment is operated in the factory to supply the battery of presses.

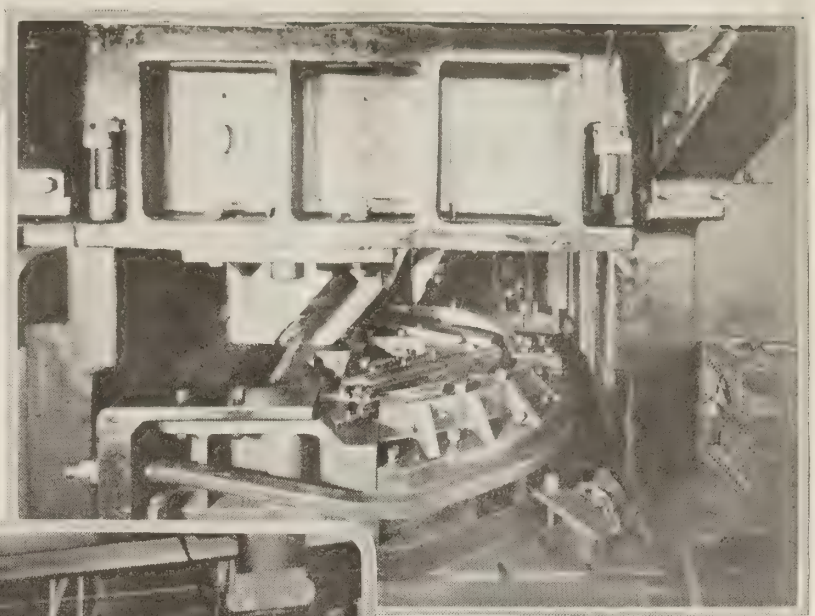
A good many operations are required to make the Buick fenders, aside from the stamping out of the big main blank. These fenders



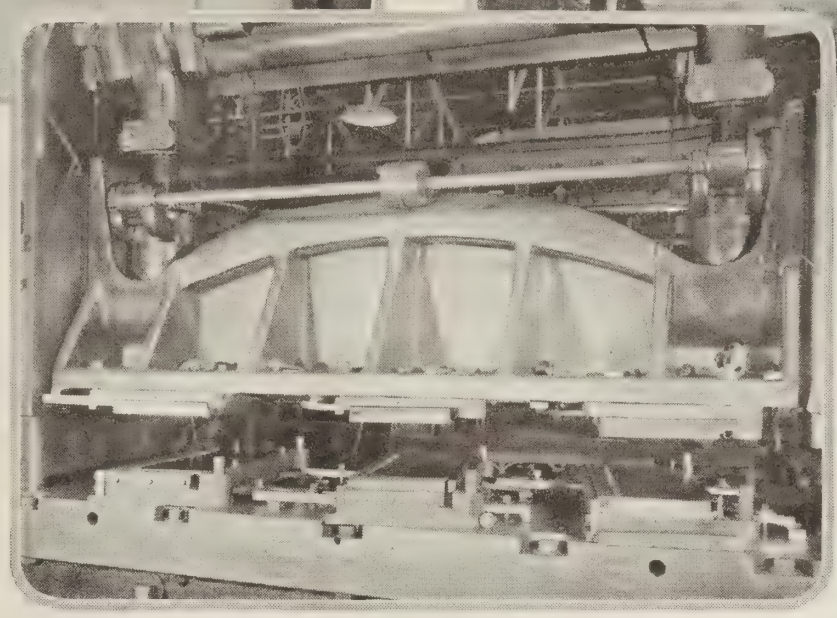
This shows a front fender die in place in one of the big toggle presses



This huge expanding die forms the shroud or forward part of Buick bodies



The rear fender die used in the Buick plant exerts its pressure sidewise



This is the press that performs three operations on the hood simultaneously

are strongly reinforced along the edges with metal strips into which steel wires are crimped.

The blanks and wires for the crimps are fed into machines equipped with revolving discs in pairs, which turn the metal over the wires and bind them firmly in place. After this it is necessary to form the strips to conform to the shape of the finished fenders, and this is done by fastening the strips on forms and passing them between a pair of discs. In this way, two strips at a time are fashioned to shape.

One powerful machine does nothing but flatten steel washers. A revolving bed is divided into sections that pass consecutively under a powerful hammer, while the operator feeds the washers to be flattened into the other sections. After flattening, compressed air blows the washers into a hopper.

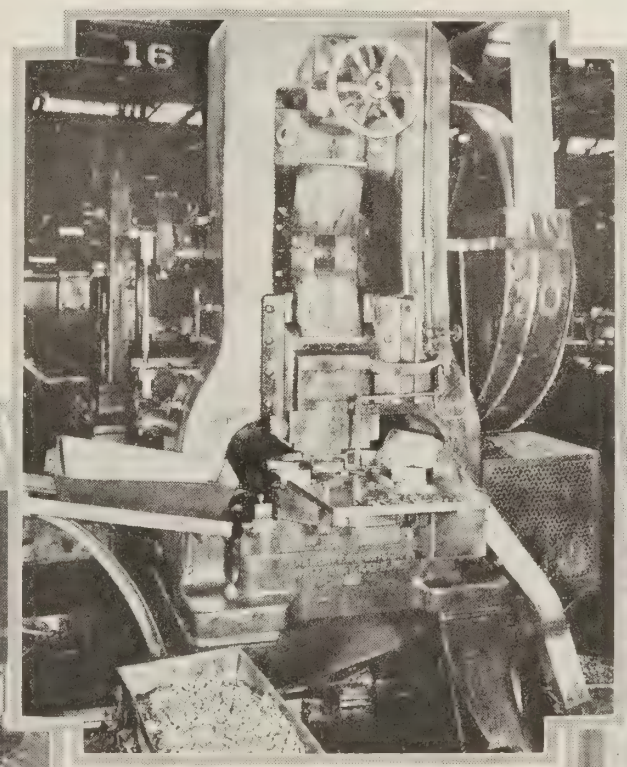
Among the other parts manufactured under the supervision of Mr. Hughes are included the radiator mud pan, the side aprons, drip aprons, mufflers, the remaining body panels, gasoline tanks, radiator fans, oil piping, fittings and the radiator cores.

The operations involved in making metal stampings have required considerable thought and inventive ingenuity. The results, which Mr. Hughes has provided with such painstaking care, may be seen in the high quality of these parts on Buick cars.

Mr. Hughes, recognized as a leading authority in his particular trade, is an excellent illustration of the type of men who have been with Buick for years, studying and striving, adhering to accepted engineering ideals without wavering from the true course to the realization of their purpose—the building of a car that will perform satisfactorily regardless of the nature of the driver's demand for service.

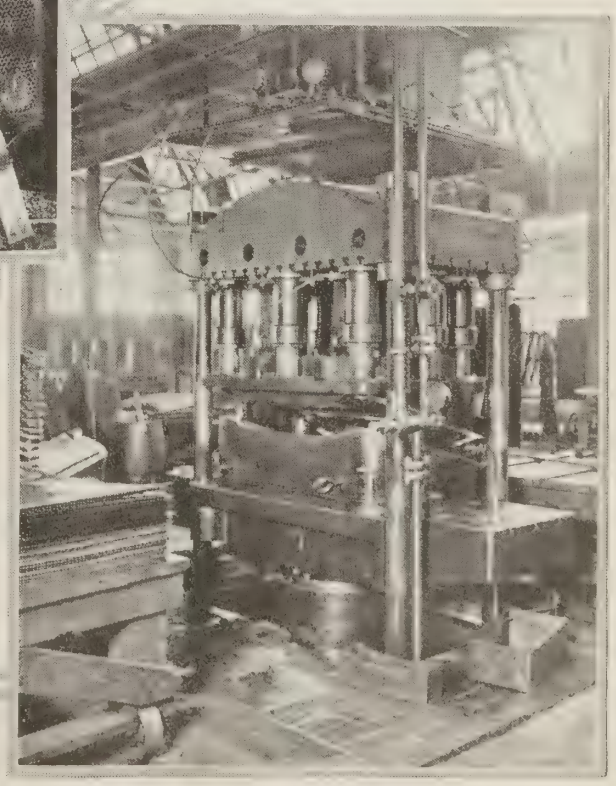
The all-around quality of the Buick car comes from the combined effort of these men. No one man could have accomplished all that they have done during the past twenty years in improving and developing the various phases of the car's design or manufacture for which they are responsible.

Not only did the co-operative effort of these men result in the mechanical excellence of Buick cars of other years, but they have also applied their skill and knowledge to the development of the present line of Buick Valve-in-Head four and six-cylinder motor cars.




Washers are flattened under great pressure in this machine

Buick fenders are finished by hand in order to insure strength and beauty



This hydraulic press for stamping body panels has a pressure of 350 tons

VALVE-IN-HEAD Buick MOTOR CARS

# The Buick Valve-in-Head

## *Two new Buick Mode*
## *and Serviceability Bu*

The four and six-cylinder touring cars express the best practice and experience of twenty years' concentration on Buick Valve-in-Head motor cars. Both are wonderful machines, bearing the mark of correct engineering and careful manu-

*The purchase of either Four or Six touring car ass ance that only a Buick Valve-in-Head motor an*

### *The Buick Four for Five Passengers*

The five-passenger car on the four-cylinder chassis with its automatically lubricated Valve-in-Head motor and perfectly co-ordinated units, gives a remarkable measure of serviceability combined with simplicity and ease of operation.

Correct engineering and the best of material have produced in this model a full-powered, economical and well-balanced light touring car. While it is moderate in price, it is a big car and very similar in appearance to the other Buick open models.

There is far more room in the driving compartment than is usually found in cars of this type. The floor space is free and open and the seat, heavily cushioned and upholstered in leather, is of splendid depth. The tonneau is even more liberally proportioned.

With surplus power, simple and easy control, roominess and distinctive appearance, the Buick four-cylinder touring car may be operated with perfect satisfaction in all climates.

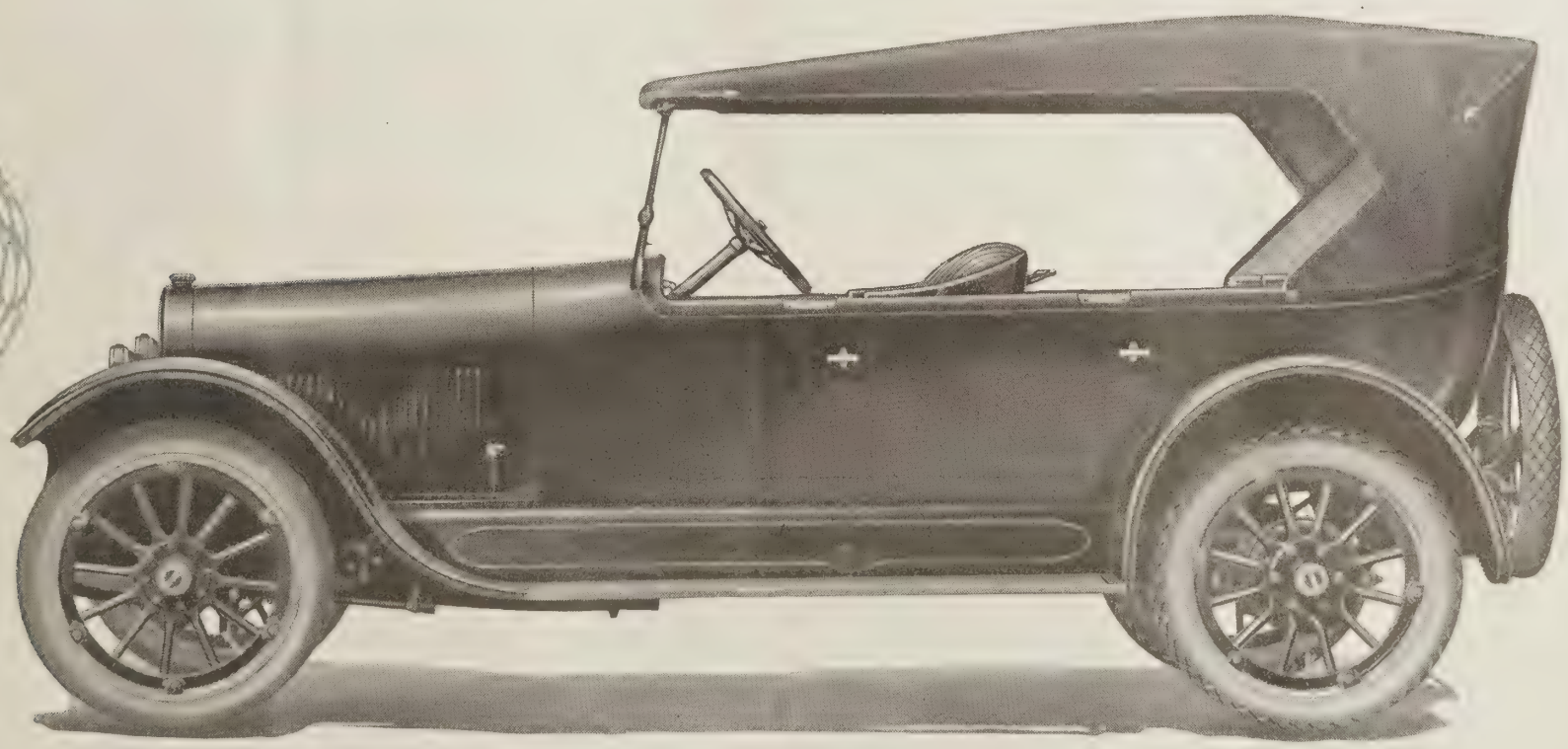
***$935 f. o. b. factory***

# our and Six Touring Cars

## *that Emphasize Value*
## *into Complete Line*

acture. Judged by the manner in which they combine the distinctive Buick units and special features into o-ordinated and well-balanced nechanisms, they emphasize the value and serviceability built into he complete Buick line.

*ne of long and consistent performance—perform-*
*erly related and balanced chassis could furnish*



*The Buick Six for Five Passengers*

SPRINGING from the great Valve-in-Head principle, the Buick Six has developed the possibilities of that principle so completely and so consistently as to acquire an unusual range of serviceability.

To speak of power is to mention but one attribute of this Buick touring. And the same is true of economy, reliability, strength, balance, convenience—all the things that combine to make the well-engineered car. Just as this model is liberal in a reserve of easy-flowing power, so is it generous in all its proportions. And with its patented top and snug-fitting curtains, this open car adapts itself readily to the severest sort of climatic conditions.

The Six, like the Four touring, is exceptionally good looking. Its graceful lines give it an appearance of competency, of dependability one can count on in emergencies and one can have complete confidence in every day of the year. And its records show that it lives up to expectations.

***$1395 f. o. b. factory***

# Outdoors with Buick

THERE is nothing like answering the call of the great outdoors in a Buick. The sturdy mechanism responds so faithfully that it seems to become one of the party bent on a joyous outing

**Five weeks in the open**

HERE are five Buick cars parked in the open at a camp near Olcott, New York. The party spent five weeks in this delightful spot, says B. H. Eden, of Buffalo, New York, who sent in this photograph, making the round trip to Buffalo, a distance of 70 miles, each day

**Courteous service attention**

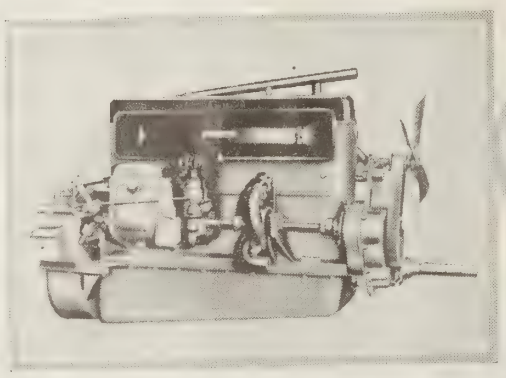
"ON our trip to Colorado, I was highly pleased and impressed daily with the ease of handling and economy of our Buick," writes Emmet Harris, of Carbondale, Illinois. "We camped out every night and covered more than 2500 miles without any engine or car trouble. Courteous attention was to be had at the many Authorized Buick Service stations along the route"

**Their third Buick**

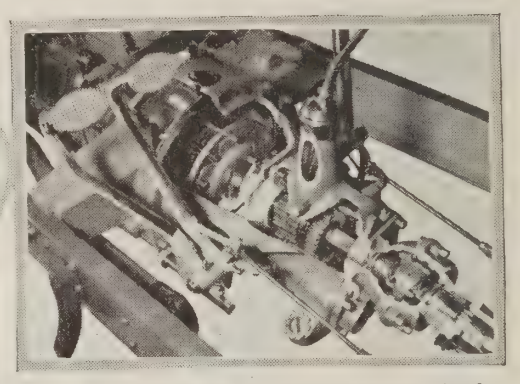
"THIS view of Mrs. Murphy, myself and our K-Six-45 Buick was taken on our recent trip through the Black Hills. We met more Buick cars on this trip than any other make. Our front seat is cut down to make a Pullman sleeper. This is our third Buick and our next will be a Buick also," writes M. H. Murphy, of Sioux Falls, South Dakota

# Distinctive Units that Mark Buick Mechanical Excellence

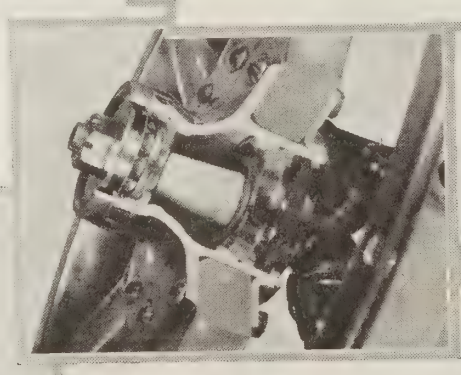
IT has taken twenty years to develop the Buick chassis to its present high state of efficiency. Always keeping the balance and proportion of the car as a whole in mind, Buick engineers have created many units that are distinctly Buick in design and construction—features, some of which are shown on this page, contributing to the satisfactory performance for which Buick is known everywhere



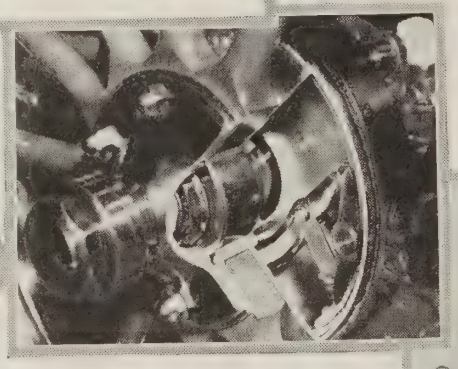
THE Buick Valve-in-Head motor, a development resulting from twenty years' adherence to definite engineering principles



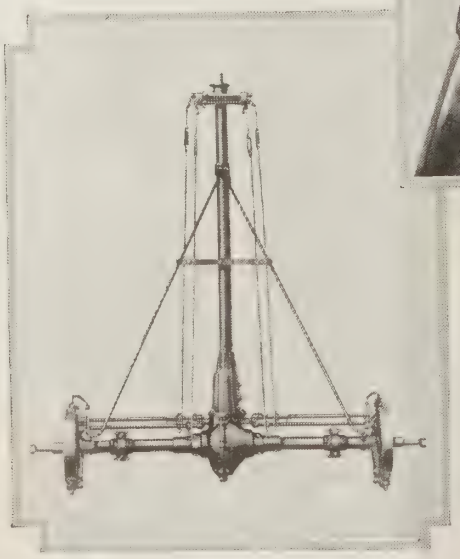
SHOWING the Buick patented clutch, the distinctive transmission, and the universal joint, which is virtually an integral part of the transmission



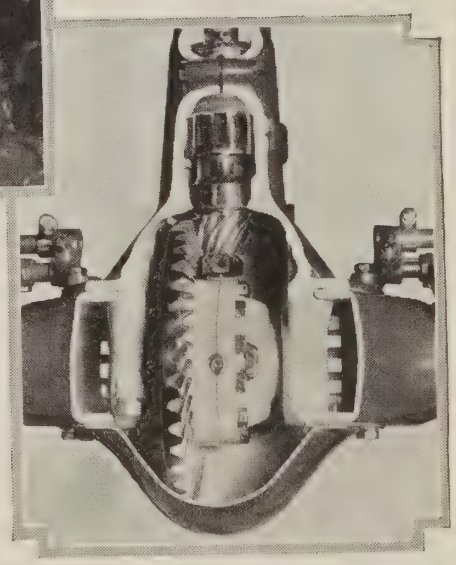
THIS shows that the front wheel bearing construction is distinctly ball bearing. The wheel hub revolves about the pivot at two points on ball bearings of the cup and cone type



ON the rear wheels, driving flanges are keyed to the outer ends of the axle shafts and bolted to the wheel hubs, which run on double rows of ball bearings



THE Buick third member construction eliminates all twisting or weaving in the rear axle, adding to the life and efficiency of the axle. The construction is of special Buick design

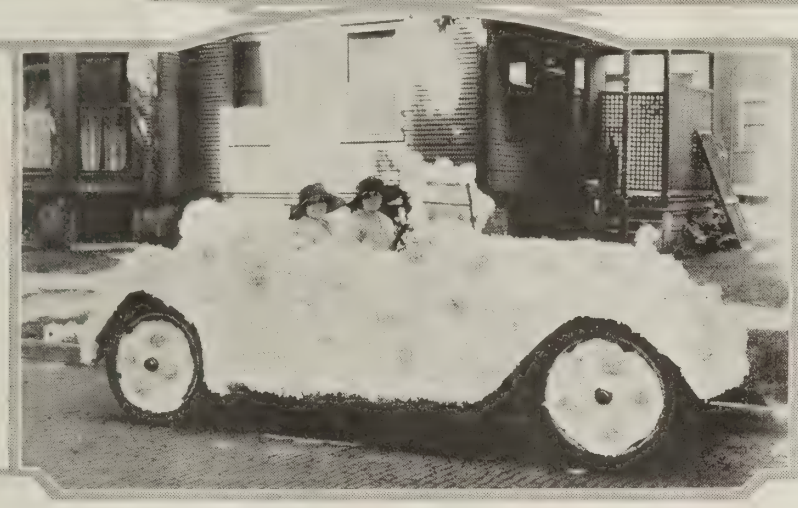


NOTICE the sturdy construction of the rear axle driving mechanism. The driving shaft is doubly supported and the mechanism is relieved of all except driving strains

VALVE-IN-HEAD Buick MOTOR CARS

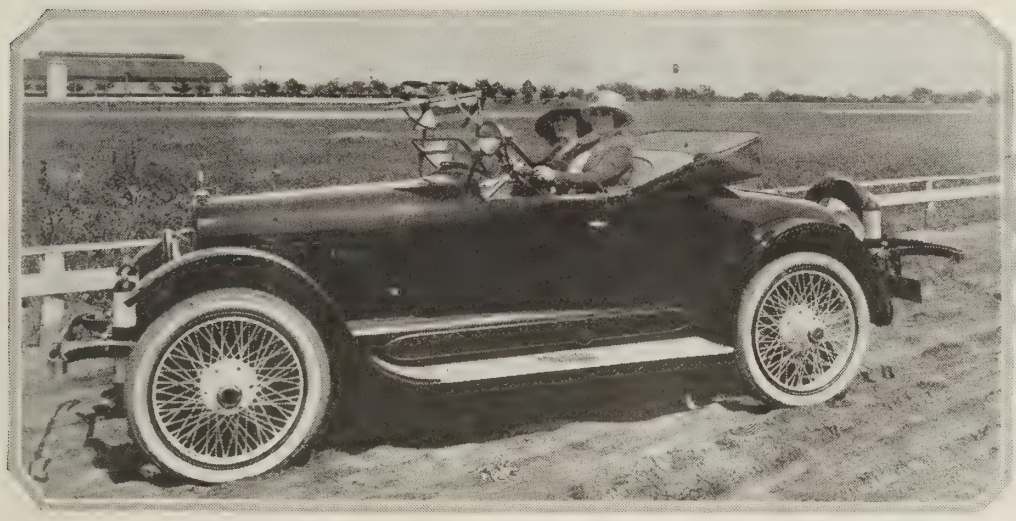
# Simplicity and Reliability Ideal for the Woman

PRINCIPLES of design that make Buick dependable, efficient and economical give it qualities ideally suited for the woman. Its clutch, for instance, is remarkably easy to operate and the gear shift can be changed with the tips of the fingers. And along with other advantages, these things make it a pleasure to drive a Buick



THIS Buick roadster, gaily decorated and driven by two ladies of Bloomington, Illinois, won first prize in a parade. Entered by the Buick dealer, T. K. Hays, the car not only attracted attention because of its beauty but also because of the ease with which it was handled

AT the Barrow County Fair in Georgia, this new Buick touring car, owned by Mrs. G. C. Mosley, of Winder, Georgia, was awarded first prize because of its successful performance and attractive decoration



IN Dallas, Texas, Mrs. H. L. Puckett is the proud possessor of this Buick roadster, to which she has added special equipment. Thoroughly sound mechanically, the car performs to the complete satisfaction of Mrs. Puckett

EXPERIENCE with Buick operation has given Mrs. O. J. Stallings, of Dallas, Texas, a decided preference for Buick. While her 21-Six-49 is a big car, big in power and roominess, she drives it as easily as though it were one of the smaller models

**A child can work the Buick clutch**

WHILE the special design of the Buick clutch makes it extremely positive, yet it is so gentle in engagement that only a slight pressure is required to operate it

**It's easy to shift gears on a Buick**

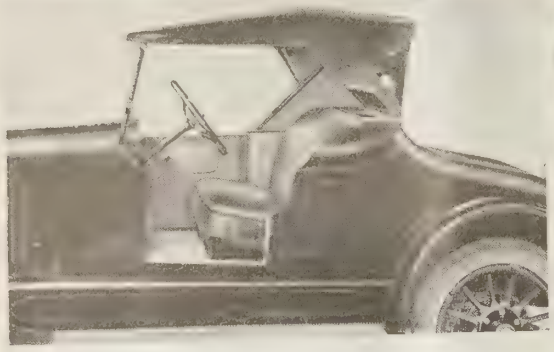
THE simple construction of the patented gear shift control makes it possible to change from one speed to another with but a slight movement of the hand

**It is a pleasure to steer a Buick**

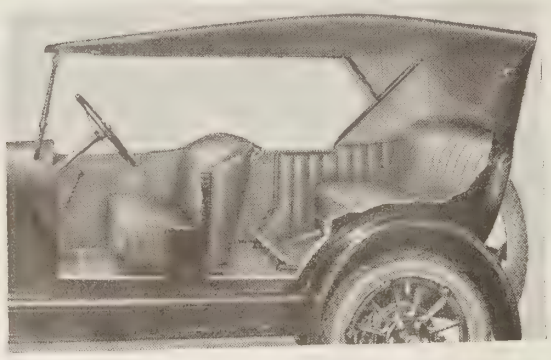
THE design of the Buick steering gear is as advanced as that of the clutch or gear shift. The steering gear is exceptionally strong, easily and comfortably operated

VALVE-IN-HEAD Buick MOTOR CARS

# Filling Definite Needs, Exactly and Comfortably



**Three Passenger Roadster**
Notice the wide, comfortable seat and the convenient storage compartment back of the seat of this attractive roadster



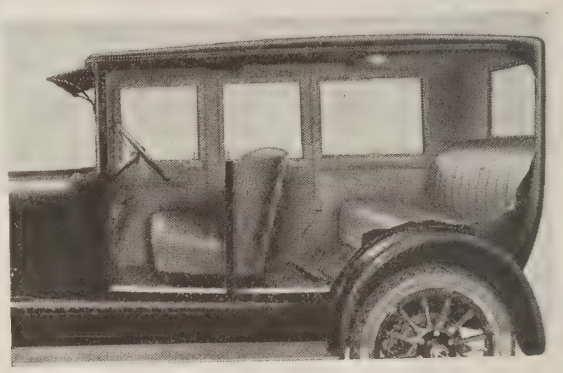
**Five Passenger Touring**
In the driving compartment, the seat is of great depth and the rear seat is of full three-passenger capacity

## *Buick Sixes*

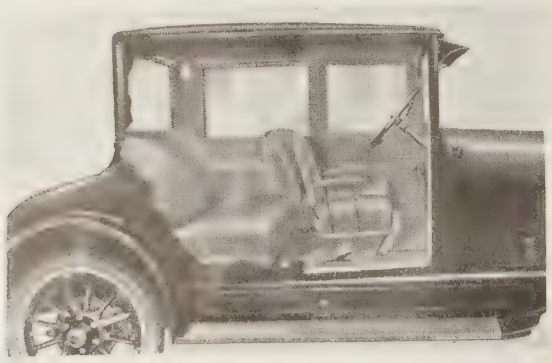
The wide range of Buick body types is no more remarkable than the completeness of each model, the efficient manner with which each meets definite motoring requirements.

The Buick principle of motor design and chassis construction is embodied in three open and four closed body types on the six-cylinder chassis, permitting a purchaser to select a Buick Six fitted to serve him to the utmost limit of demand for utility

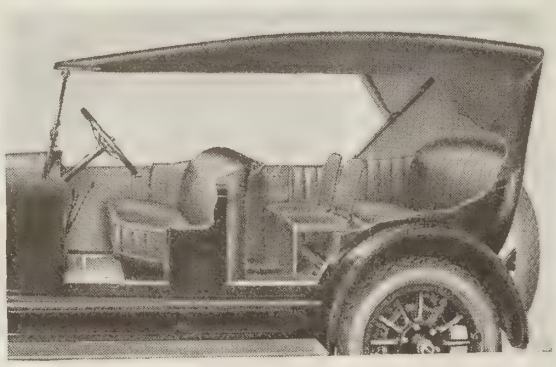
**Three Passenger Coupe**
Genuine comfort and beauty mark this roomy, comfortable interior, upholstered in fine automobile fabric



**Five Passenger Sedan**
The interior of this good looking sedan in an excellent grade of durable cloth, with carpet, shades and trimmings to match



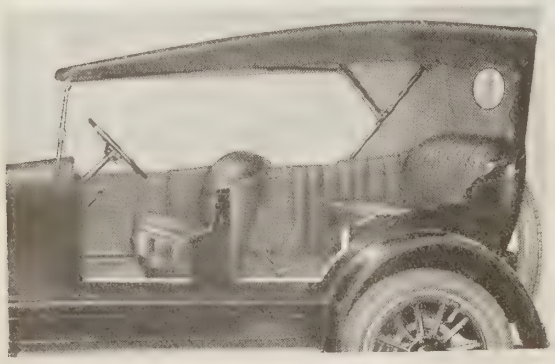
**Four Passenger Coupe**
In this full four-passenger coupe, the fourth and folding seat is deeply cushioned, with comfortable back and arm rests



**Seven Passenger Touring**
Two extra seats in the spacious tonneau fold completely into the rear of the front seat when not in use

**Seven Passenger Sedan**
Rich in appointments, tasteful in its trimmings, this comfortable interior is a crowning example of Buick excellence

**Two Passenger Roadster**
The wide, comfortable seat, with spacious interior, is unusual in its generous proportions in a car of this type



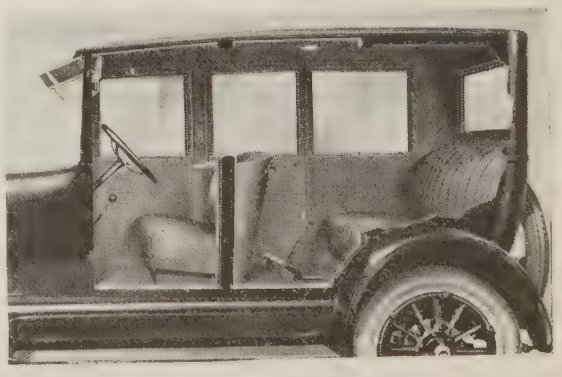
**Five Passenger Touring**
Notice the roominess in the tonneau, the extra wide seats with comfortably arranged cushions and backs trimmed in leather

## *Buick Fours*

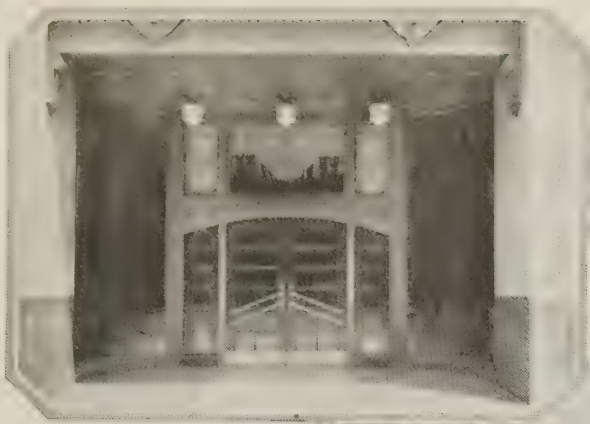
The Buick Fours possess the same beauty and the same graceful lines as the Buick Sixes. And the attention shown the comfort and convenience of driver and passengers alike equals that of the larger cars.

The complete line of Sixes and Fours enables the motorist to select a Buick to meet his needs as to passenger capacity and other service requirements

**Three Passenger Coupe**
Comfort and roominess are pleasingly evident features of this interior with deep cushions and beautiful trimming



**Five Passenger Sedan**
The interior of this beautiful sedan is comfortable and convenient, affording generous room and restful relaxation

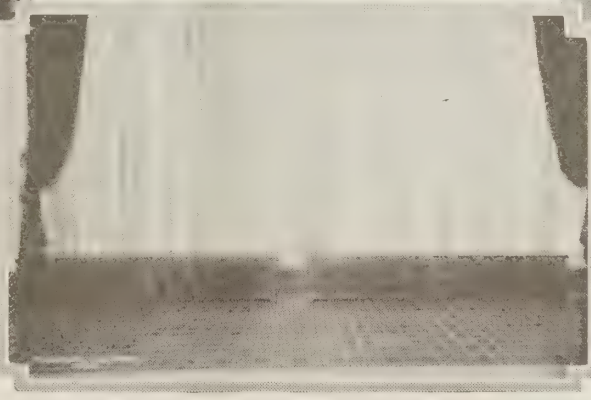


EVEN before entering the Charles Lange & Bros. Company's sales building, one is impressed by the beauty and permanence of the surroundings

THIS corner of the salesroom shows the attractive treatment of the walls and ceiling and the abundance of light that pours in from the windows

THIS splendid display room is 75 feet by 70 feet, beautifully trimmed and adorned with an attractive fountain in the center

HERE we can see the mezzanine with the offices leading off from it and on the first floor one of the displays of motor car accessories



THIS shows one of the large front windows, 16 feet by 22 feet, with the artistic shades that can be used to control the lighting effects

BESIDES this beautiful rest room for women there is a comfortable smoking room for men on the first floor, both rooms being attractive

# Chicago Dealer Erects Beautiful Sales Building

ON Logan Square, in the heart of the great Chicago automobile district, stands the new Buick sales building erected by Charles Lange & Bros. Company, a monument to the progressiveness of the Lange organization and its faith in Buick.

As the home of a retail dealer, the new building stands alone in its splendor. And its position is further emphasized when it is understood that it is devoted exclusively to the sale of motor cars. Service is rendered in another building, occupying ten city lots, where the Lange organization attends to painting, trimming, body building and repairing for Buick owners.

The sales building on Logan Square is three stories high and is as fireproof as modern design, steel and concrete can make it. It has a frontage of 75 feet and is 125 feet deep.

The front is constructed of granite block base and beautiful terra cotta. There are two plate glass windows, 16 feet by 22 feet, with curved glass on either side of the inviting entrance. "Chas. Lange & Bros. Co." on a large electric sign, stretches across the face of the building.

The interior of the sales building is a triumph of modern architecture. The scheme of design and decoration is both simple and rich and the plan of arrangement leaves nothing to be desired in sales room.

Immediately inside the entrance is a large display room, 75 by 70 feet, open and free and with a high ceiling. A tile floor of four-inch cream blocks has an harmonious brown border. An indirect lighting system floods the room with soft light, making it possible to show the cars in the evening to splendid advantage. The fountain in the center of the floor fits in beautifully with the general treatment.

Directly off the first floor is a ladies' parlor and a men's smoking room, both contributing to the comfort afforded by the building. The president's private office is also on the first floor.

Italian marble stairs and wainscoting lead to the mezzanine, off which are located the offices of the sales manager, salesmen and bookkeeper.

The front of the second floor is beautifully equipped as a used car salesroom, which is 75 by 70 feet, and like the first floor, is open and free without posts or columns. At the rear of the salesroom is a room for cleaning cars.

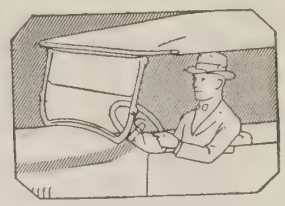
The top and third floor is used for the storage of cars and winter tops with a capacity of about 100 cars. Above the clock tower, there is a large electric Buick sign, proclaiming for blocks around the product to which the building is devoted. The water tower and tank are also lettered and lighted.

The building throughout is equipped with sprinkler and ventilating systems and a large electric elevator, 14 by 22 feet, connects the floors.

In every respect the new building is a credit to the standing of the Lange organization in the Chicago automotive world. In this new dealer's building, no expense has been spared to provide ideal conditions for the display and sale of Buick Valve-in-Head motor cars.

Besides having a meaning significant to Buick owners in Chicago, the new sales building serves to illustrate to other Buick owners the progressive strides being taken by Buick dealers.

# KEEPING THE CAR IN TRIM



Suggestions for the Care and Adjustment of Buick Cars

## "Riding the Clutch"

ONE of the most common diseases with which many car owners are afflicted is "Clutch Riding." It exists in more or less aggravated form in an untold number of motorists. Automobile manufacturers and the automotive press have used columns of space and a variety of methods to eliminate the disease, but it still exists to a large extent.

This is the incorrect way

If a poll of service men throughout the country were taken, undoubtedly it would develop that a very large proportion of so-called clutch troubles are based entirely upon the car owners' habit of "riding the clutch." Too much emphasis cannot be given the fact that the clutch pedal was never intended as a foot rest. If it were not for the necessity of providing for a change of gears, automobiles would not be equipped with either clutch pedal or clutch. The sole function of the clutch pedal is to provide a means for engaging or releasing the clutch when shifting gears and it should not be used for any other purpose.

The car owner who persists in keeping his foot on the pedal at all times while driving is just storing up possibilities of trouble. Two major difficulties—a noisy clutch bearing and a slipping clutch—are likely to result from pedal riding. The weight of the foot on the pedal will press the clutch yoke against the bearing, causing the bearing to heat and to lose its lubrication. The loss of lubrication cannot fail to result in a disagreeable clutch noise.

Two principles have dominated the development of the Buick clutch: first, that it shall be positive in engagement; and second, that it shall be controlled by a gentle touch on the foot pedal. Because so little pressure is required to operate the clutch, it is particularly important that the car owner take precautions to keep his foot off the clutch pedal when driving. It is known that many car owners ride the clutch unconsciously. If they were charged with the offense, they would be quick in their denial, but the fact would remain that "Clutch Riding" had become so fixed a habit that they did not realize it. It is a habit which should be broken if the car owner is to get the best out of his car.

This is the correct way

## After Four Years' Storage

IN 1914, when we lived in Vermont, I purchased a 1912 Buick roadster. For three years I used it with pleasure and my husband used it in his business as a salesman in Vermont and New Hampshire. He averaged about 500 miles a trip. In the fall of 1916 we drove it into the garage and did not touch it again until the spring of 1921. On the first quarter turn, the engine started running just the same as it did on the last day we drove it," writes Mrs. E. W. Cunningham, of Cambridge, Massachusetts.

## Appreciates Good Engineering

WE have a Buick Four of 1916 and I just want to thank the men of inventive genius and mechanical skill who built this consistent, reliable and economical little-big car," writes M. J. Maloney, of Parkwater, Washington.

"We cannot give the Valve-in-Head principle credit for all this fine performance, although all who understand must know the Valve-in-Head is the most economical gas engine built, all other features being equal; but there is something else in this little machine.

"The perfect balance and absence of vibration at high speed, due possibly to the long connecting rods, is one thing. And another is the substantial shaft driving the water pump and generator.

"The tire mileage is the best in all our experience," adds Mr. Maloney.

## His first Buick—16 years ago

IN this photograph of my first Buick car, the little girl on the front seat was two and a half years old. She is now eighteen and drives a K-Six-50 sedan," writes Ray A. Harris, of North Windham, Connecticut.

"In the past 18 years, I have owned nine Buick cars and I am still in the Buick family, expecting to stay there.

"Of all the Buick cars I have owned, I have spent less than $25 for repairs outside of grinding valves and general repairs that any car would naturally need. Such items I do not call repairs.

"The lady on the front seat is Mrs. Harris," the writer adds, "but she refuses to give her age when the photograph was taken."

## Four's Performance in Traffic

I AM so pleased with my new Buick Four I don't know quite how to express myself," writes Frank Cruess, of Waterbury, Connecticut.

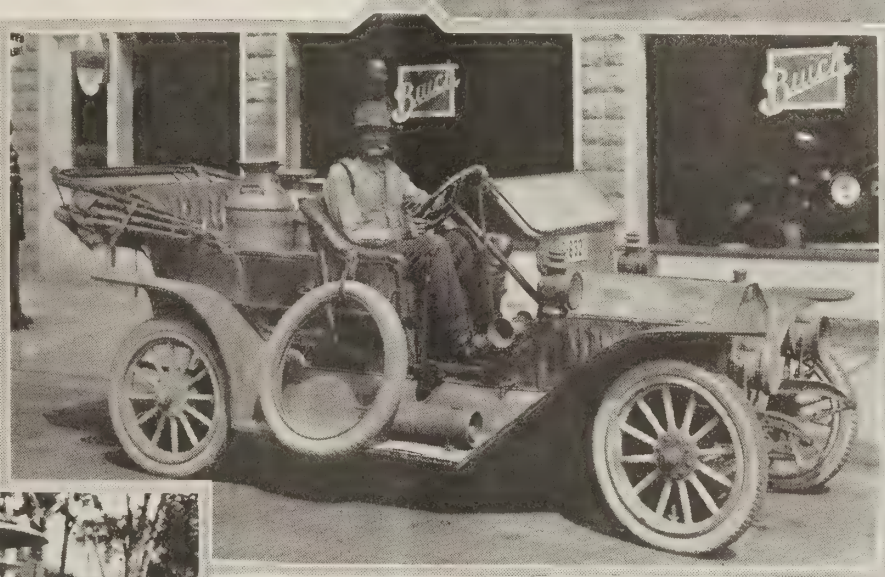
"It is far ahead of anything I expected. It has power and speed, but what pleases me most is the way it performs in traffic."

## "Always a Buick" he writes

I AM certainly well pleased with my 1922 Buick touring," writes A. W. Wilkinson, of Rushville, Indiana. "It is my second Buick and as long as I drive a car it will be a Valve-in-head Buick."

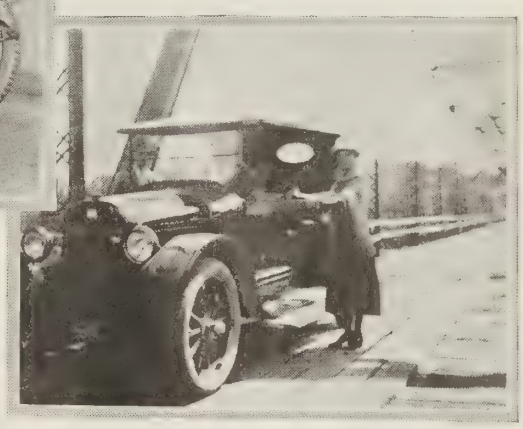
# New Four Distinctly Buick in its Performance

INCORPORATING both the principles of the previous Buick Fours and the latest developments in Buick engineering experience and practice, the new Four has proved itself distinctly Buick in its mechanical excellence, unfailing and economical in its performance




For four years, R. M. Shaw, traveling salesman for Swift & Company, covered his territory out of Gering, Nebraska, in a 1917 Buick Four. After making more than 70,000 miles, Mr. Shaw said, "I never failed to get over my route on time. There never was any question in my mind as to Buick dependability and when the new Buick Four came out, I bought one. It beats anything I have ever seen for power, pulling through sand and over the steepest hills with ease"

"My old 1909 Buick Four has served me faithfully for eleven years and it seems to have no idea of ever quitting," writes George Baumeister, of Burlington, Wisconsin. "In my estimation, the car's mileage is in excess of 100,000 miles and you may be sure that it has paid for itself a good many times over with practically no expense in upkeep"

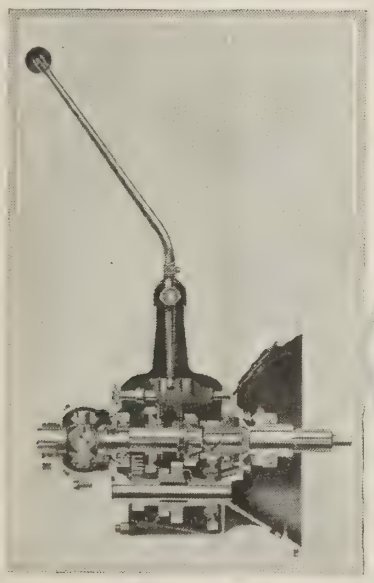


"My Buick Four was purchased in the fall of 1914 and since has made five trips to Memphis, Missouri. It has given me wonderful service and I think a great deal of it," writes J. S. McKinley, of Easton, Illinois

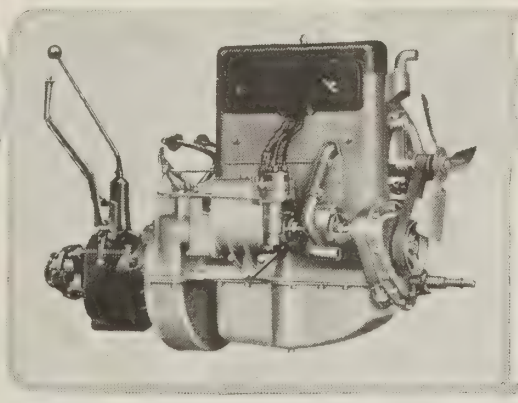
This new Four is owned by Mr. and Mrs. J. H. Simpson, of Perry, Florida, who recently made a 1700-mile trip over all kinds of roads without the slightest trouble

# Why the New Buick Valve-in-Head Four is so Serviceable

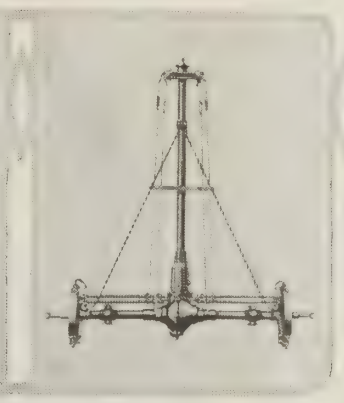
BECAUSE Buick principles of design and construction have been applied to the new Four, a well-engineered four-cylinder car has resulted, capable of long and consistent functioning. Here are four of the applications which make the Four so serviceable and economical



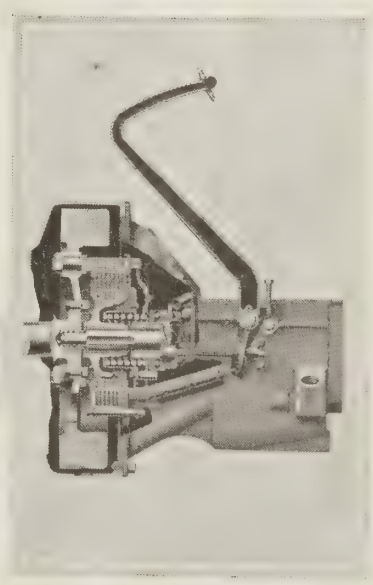
In conjunction with the Valve-in-Head Four motor, there is the distinctive Buick transmission, the type of which, like all other vital parts, is used in connection with both the Six and the Four. Its patented gear control makes it possible to shift gears with but a slight movement of the hand



The sum of the advantages of the Buick principle of motor design is more power and less gasoline consumption, more strength and more flexibility. These achievements, combined with improved four-cylinder engineering, give the Four a remarkable measure of smoothness



Here is the third member, showing how it reinforces the rear axle. It is a superior type of construction that eliminates all twisting and weaving in the rear axle, adding to the life and efficiency of the axle. The third member is peculiarly Buick in design



The special Buick clutch is also adapted to the Four. The heavy rotating parts are carried by the flywheel and only the very light parts are carried by the transmission, which prevents clashing of gears. The special design of the surfaces makes the clutch extremely positive, yet gentle in engagement

*In this mammoth electric Buick sign, on the top of the Howard Auto Company Building in San Francisco, the letter "B" is 19 feet high*

# Buick Branches and Distributers

Besides the thousands of Buick dealers in all parts of the country, there are nearly forty direct factory branches and distributers located at strategical points for the distribution of Buick cars and parts. Buick branches and distributers under whom local dealers operate are as follows:

| | |
|---|---|
| Atlanta | Buick Motor Company |
| Battle Creek | Buick Motor Company |
| Boise, Idaho | Randall-Dodd Auto Company |
| Boston | The Noyes-Buick Company |
| Buffalo | Buick Motor Company |
| Charlotte, N. C. | C. C. Coddington |
| Chicago | Buick Motor Company |
| Cincinnati | Leyman-Buick Company |
| Cleveland | The Ohio Buick Company |
| Dallas | Buick Motor Company |
| Denver | MacFarland Auto Company |
| Detroit | Buick Motor Company |
| El Paso, Texas | Buick Motor Company |
| Fargo, N. D. | Pence Automobile Company |
| Flint, Michigan | Lunt & Davison |
| Indianapolis | Buick Motor Company |
| Kansas City, Mo. | Buick Motor Company |
| Lincoln, Neb. | Nebraska-Buick Auto Company |
| Los Angeles | Howard Auto Company |
| Louisville, Ky. | Leyman Motor Company |
| Memphis, Tenn. | Buick Motor Company |
| Milwaukee | Buick Motor Company |
| Minneapolis | Pence Automobile Company |
| New York City | Buick Motor Company |
| Oklahoma City | Buick Motor Company |
| Omaha | Nebraska-Buick Auto Company |
| Philadelphia | Buick Motor Company |
| Pittsburgh | Buick Motor Company |
| Portland, Ore. | Howard Auto Company |
| Rochester, N. Y. | C. L. Whiting |
| Saginaw, Mich. | Garber-Buick Company |
| St. Louis | Vesper-Buick Auto Company |
| Salt Lake City | Randall-Dodd Auto Company |
| San Antonio, Texas | Buick Motor Company |
| San Francisco | Howard Auto Company |
| Seattle, Wash. | Eldridge-Buick Company |
| Sioux City | Nebraska-Buick Auto Company |
| Washington, D. C. | Buick Motor Company |

BUICK MOTOR COMPANY, FLINT, MICHIGAN

*Division of General Motors Corporation*

Pioneer Builders of Valve-in-Head Motor Cars

*Branches in all Principal Cities—Dealers Everywhere*

# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

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1922

JUNE 1922 FIVE CENTS A COPY

The Standard of Comparison

*Good morning, Merry Sunshine,*
*How did you wake so soon?*
*You've scared the little stars away*
*And shined away the moon.*
*I saw you go to sleep last night*
*Before I ceased my playing;*
*How did you get 'way over there?*
*And where have you been staying?*

—Anonymous

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

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E. T. Strong, *Managing Editor*

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Vol. X No. 6 June, 1922

# Love and the Blind Man

*by* George Barr McCutcheon

AT EIGHTEEN Robert Stevens was blind, hopelessly blind; his young life ruined almost before he had learned that it could be useful.

One day a telegram came to his parents from the president of the college in which he was a student, informing them that their son had collapsed from overwork, and that the physicians feared he would lose his sight as a result. His father hurried to the boy's bedside there to learn that he would recover life and vigor, but not the use of those big grey eyes. For two years or more the father sought every means within his reach to restore the coveted sight to the crushed, helpless boy, but to no avail. It was a life shattered, a future destroyed, youth turned into age.

As the days progressed, there was but one ray of hope for the young man—his music. He had been quite accomplished as a pianist before his misfortune; he now gave himself up entirely to the cultivation of the musical tastes. Five years of darkness increased his mastery of music until he became the organist of St. John's Church, where his playing soon attracted the attention of the musical world.

Day after day found him upon the organ stool, drawing from the keys by means of his mysterious gift, the sweetest, the grandest harmonies. His sad, handsome face grew brighter under the spell of the music, his sightless orbs carried one with them to the far-away home of the muse, toward whom his worshipful soul seemed to throw itself.

Then came the woman!

The Rev. Edward Blaisdell came to St. John's parish as its rector when Robert Stevens had been the organist in its church for three years. On the second Sunday of his ministry the rector's daughter, Jocelyn, was announced to sing the offertory solo. Robert was to play for her. At the rehearsal they were introduced and she hummed the song through for him, his ear readily absorbing the air and his genius producing the accompaniment. Her voice, even as she hummed, thrilled him, but he was unprepared for the sensation which came over him on Sunday.

She sang as he had never heard mortal sing; her voice went to his heart; he played as in a dream. In truth, it was then that his dream of love began.

He learned to worship her, to connect thoughts of her with every sweet emotion of his heart, with all the music of his soul. What tender, womanly woman, heart-whole and fancy-free, could fail to see such devotion, and what woman could resist it? Jocelyn loved as deeply as he; her love and sympathy wove together a bond of affection which, reaching out, drew his willing heart into its care, and so they were married—the blind man and the singer.

* * *

When they had been married two years, a friend in New York wrote to Robert, urging him to go at once to Paris where lived an oculist, who had performed such wonders that the whole world was marvelling.

Perfectly wild with the idea Jocelyn besought him to hasten to France and he, hoping against hope, concluded to take the long journey. Nothing could induce Jocelyn to accompany him, but as the time drew near for them to part, vague achings of regret came over her and at times she found herself wondering if she really wanted him to regain the use of his eyes. Suppose his eyes, opened to the beauties of nature again, were to tire of her? Suppose that he would be disappointed when his eyes fell upon her for the first time? She knew that he would compare her with other women; how would she bear the comparison? How long would his eyes gleam with admiration for her—the only woman in the world for him now? She could trust the heart, but how could she trust those untried eyes?

* * *

Long weeks of suspense followed the blind man's arrival in Paris. After his examinations the doctor gave Stevens strong encouragement, assuring him that he had once effected a cure in a case exactly similar. In a short time all arrangements for the operation were completed. And a miracle occurred! Robert Stevens could see—see—see!

Of course, for weeks he remained in a darkened room, his eyes bandaged, visited only by the oculist and the nurse, an English woman named Miss Gordon. Each day he dictated to this nurse glowing letters for his wife in the far-away America, every epistle tingling with joyous anxiety to be with her again, and the nurse read aloud his wife's replies. His nurse was gentle, attentive, soft of hand, soft and sweet of voice, and susceptible as he was to the influence of those about him, Stevens, whose bandages had never been lifted in the light, felt her presence almost as he had felt that of his wife. Long before it was time to take the bandage from his eyes he had grown to feel lonesome when she was absent; her tender strength appealed to his helplessness and he felt that he could do nothing without her. Miss Gordon, the nurse, became his whole existence!

Gradually, as his eyes grew stronger, and the room was lightened until he could faintly distinguish objects Stevens' greatest desire was to look upon the features of that quiet, gentle woman who had so woven herself into his life. Then one day the doctor opened the blinds slightly and a streak of sunlight shot through.

"My first sunshine in years!" cried the patient, springing to his feet in ecstasy. "Let me see you, Miss Gordon—" and then confusedly, as if he were ashamed to have forgotten his benefactor, "and you, too, doctor."

The doctor grasped Miss Gordon by the arm and pushed her to the window.

"Look—look—she's the most wonderful woman in the world."

The patient was staring at the face of the nurse—the most glorious face he had ever seen on a woman!

"I never dreamed you had such a face," he cried involuntarily. She blushed, but sent

Day after day found him upon the organ stool, drawing from the keys by means of his mysterious gift, the sweetest, the grandest harmonies

into his very soul a smile so bright, so happy, so enthralling that he never forgot it. The spell of the woman enveloped him in that moment and he forgot his eyes, his wife, his whole life. This was his nurse! His Miss Gordon!

* * *

The days sped by and his eyes grew strong. With that strength of vision came the fearful realization that he could not bear this woman, his nurse and companion, from his sight; he craved her presence, he ached to hear her low, even tones, to look into her calm, unswerving eyes. And gradually his letters to his wife at home grew shorter, not so full of eager love; and her replies did not give him the happiness they did before his eyes were opened. Every touch of Miss Gordon's hand thrilled him to the marrow, and it was with a fierce satisfaction that he began to realize that her fingers swept more gently across his brow than they ever had before.

Once he looked up suddenly and before her eyes could be turned away he saw in them a gleam of infinite tenderness. The discovery startled him! He knew he loved her—but to find that she, too, loved, was—oh, he could not believe it!

Then came the day when the doctor told Stevens that he was cured and that Miss Gordon's services were no longer necessary. For the first painful moment Stevens wished that he was not well, that Miss Gordon could minister to him forever, and there was a deathly silence following what the doctor thought would be received as the most joyous remark he ever uttered.

For an hour after the doctor left, Stevens and his nurse sat and conversed, apparently at ease, but with hearts tumultuous in the throes of that pain which realizes the death of joy.

"You have promised to play for me, Mr. Stevens, before you sail," she said finally.

"I should be the happiest man on earth if I could find an organ to which I could tell all that I feel at this very moment," Stevens told her.

"I've arranged for that," she said quietly. "I have asked the organist at St. Michael's if you may go in and play upon the organ there—and he gave his permission. Now, when will you play?"

"Why—I sail for home on Thursday—this is Monday. Shall it be Wednesday? Wednesday will be our last day together." He felt his heart sinking. "There is nothing so eloquent as music."

"Nothing?" she whispered.

On Wednesday afternoon they went to St. Michael's. Stevens was soon seated upon the organ bench, far up in the choir gallery, facing the keyboard of the great instrument. A thrill of joy shot through his frame as his fingers drew forth the first sweet tones; ecstasy filled his soul as he struck chord after chord.

Far back in the big, cool, dark church, sat the woman for whom he was playing. Her presence inspired him; his emotions found relief in the music. To feel that he could send his thoughts to her in the music filled him with delight; to call her to him with the pleading, begging, caressing music of the heart caused him to play as he had never played before, played with this command: "Come to me! Come—come to me!"

The organ sung, wept, wailed, begged and faltered until at last the face of the musician grew light with the smile of joy. He knew that she was coming to his side—he felt her presence drawing near—near—near—.

Every touch of Miss Gordon's hands thrilled him to the marrow. He knew he loved her

There was a rustling sound behind; and he turned. She stood beside the organ bench, her hands clasped, her bosom heaving. With a glad cry he threw himself from the bench and clasped her in his arms.

"Love!" he cried, "I cannot help it. I love you—I love you!"

They stood there, wrapped in each other's arms, the fierce strength of love glowing, rushing through their veins.

"Oh, Robert! Your wife!" her faint voice whispered at last.

"Jocelyn!" he cried in agony. "Great God, what have I done for her? How am I repaying her for what she has done for me?"

Miss Gordon drew away from him.

"I must—I must go back to her! I must not love you! Think of her, my Jocelyn—waiting for me, for me to come back to her." Tears rushed to the man's eyes.

"But it will kill me, darling—I shall not give you up! I love you so—I love you so!" Miss Gordon wailed.

"Stop! Stop! It can never be. Don't look at me like that—listen! If it breaks your heart, it breaks mine a thousand times over. But my love for you is honest—too honest to wreck your life. Do you understand?"

"Yes," she whispered faintly; "you are right."

"You have come into my life; you are not to blame, nor am I. For years I have not looked upon woman's face. What Jocelyn is like I cannot say; I have never seen her, but this much I know. She is a true, noble, devoted wife. I cannot break her heart. You would not have me break yours—then think of her!"

There was a long silence in which womanly virtue and manly strength fought down selfish, sensuous love, and then she kissed him, breaking from his arms with what sounded like a cry of pain.

"Come!" she cried, chokingly. "It is all over; you must go back to her. She is yours, you are hers—I give you up! Now, let us go, let us leave this place."

Down the stairs they went, down the wide aisles, speechless, almost senseless. What a great, wide, black, hopeless world there was before them!

"Good-bye," she faltered as they stood before the little gate in front of her lodging house.

"Good-bye—good-bye, forever," he sobbed, and was gone. It was over. He would never see her again.

* * *

Robert Stevens was seven days in getting home but it seemed seven years to him—years of agony. He could hardly wait for the hour when he should see Jocelyn—she alone could drive out that vast despair which filled his heart, she alone could help him bear his burden, although she should never know its weight.

The train pulled into the old depot and he leaped out upon the platform, searching with those new-found eyes for one who might be Jocelyn.

"My boy!" cried a sturdy voice, and he was in his father's arms.

"Father! Where is she? Where is Jocelyn?" he cried, excitedly.

"She is at home, my boy; she could not bear to meet you out here."

On the way home Robert was confused, impatient, afraid. His mother was at the door—but—not Jocelyn.

"Where is Jocelyn? Tell me!" he demanded as they entered the house.

"Go in there, Robert—we will leave you alone with her, my son," said his father. The shades were down and the room was dark.

"Robert—oh, my Robert!" came Jocelyn's well-remembered tones.

"Thank God, I have you again!" he cried.

"You will always have me, my Robert!"

He started as if struck. A low laugh arose from the woman's lips.

"Good God! Was it you who spoke just then?" He was trembling like a leaf. "I could have sworn it was another's voice."

"It was my voice, Robert dearest, for I have two," cried his wife, and suddenly throwing aside the curtain at the window she stood before him—Miss Gordon! Stevens dropped into a chair, weakly, pallid, fearful.

"Am I going mad?" he gasped.

"Mad with joy, dearest! Come! Kiss your nurse—your temptress. Kiss me, for I have won your love, fair means or foul."

With a cry of joy he leaped to her side, snatching her to his breast.

"Can this be real—this miracle? Are you truly my nurse?"

"It was cruel to deceive you, dear, but I never could have been satisfied if I had not found out for myself. I followed you to France, became your nurse, won your love from myself, and then beat you home by a day."

"Jocelyn! My wife, my queen, my love!"

A troubled look came into her eyes and there was great solemnity in her next remark.

"But I have been thinking a great deal since that day in the church. Suppose I had been some other woman and not—Jocelyn!"

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

IF you have ever pumped a bicycle along country roads, you will perhaps remember how a soft tire once taxed your driving power. What work it was to keep the wheel going! Ball bearings and lubrication didn't seem to count for much, so long as there was a tire with a leaky valve or a slow puncture.

On another occasion it might have been your misfortune to have ridden on a rim for a short distance. Do you remember the vibration transmitted to your body?

And again, when bicycles were quite the vogue, you might have started out on an afternoon spin with more than the usual air pressure in the tires, feeling that the added pressure would make the going easier. While the increased inflation did require less foot-and-leg power, do you not recall the shock you suffered from the uneven road surface?

There was a happy medium, just the right pressure in the tires to operate with freedom from vibration and shock and with the proper rolling resistance. Correct tire inflation was highly important to the bicycle rider.

* * *

RECALL these old experiences, and you will appreciate the necessity of attending at all times to the proper inflation of automobile tires, which are designed when properly used to absorb the smaller irregularities in the road surface without transmitting undue vibration to the chassis of the car. Even at their highest point of efficiency, however, it is necessary to provide a spring suspension to absorb the larger irregularities met with on rough roads. These two methods of reducing road shock work in conjunction with each other; when one does not function correctly, the effect of the other is lessened. Both are essential to the prevention of jolts and jars being communicated from the wheels of the car to the mechanism and the passengers.

Various types of tires were designed for the early motor cars and as much as builders would like to have used solid tires, it was soon realized that they did not give the necessary comfort and that they did not protect the mechanism of the car, which was too quickly injured by transmitted shocks.

The first automobile tires were enlarged bicycle tires. But these were not sufficient to meet the problems presented by new load and speed conditions. New designs were worked out and developed into the present types.

One of the perplexing questions was that of proper inflation. Just how much air pressure should be applied to insure the life of the tire and at the same time to insure correct functioning?

After a great deal of investigation and research, the tire manufacturers worked out satisfactory inflation pressures and now each tire is plainly marked with an inflation pressure in pounds per square inch, corresponding to the size of the tire.

* * *

THE specified inflation pressure should be observed at all times. It is the pressure that has been found by experience to give the right resiliency, to prevent minor shocks being communicated to the chassis and to establish conditions favorable to the long life of the tire.

When the tire is either over-inflated or under-inflated, it is not fulfilling its purpose in the right manner and the length of its service is being shortened.

Not only will attention to tire inflation give an owner better tire mileage, but it will also insure him better car performance, such as better gasoline mileage, less wear on the working parts of the car, more power, better pulling qualities in sand and on hills, smoother operation, and less noise and rumbling.

The tire manufacturer and the car builder have worked together in equipping new cars with tires that meet load conditions when properly inflated. Practically all cars today are now furnished with what was known as oversized tires a few years ago.

* * *

WHAT would you think of a car manufacturer who sent out his product with one front wheel a half inch smaller in diameter than the other? But that is what happens when there is a sufficient difference in the pressure of corresponding tires!

This difference in the diameter of a front wheel caused by the variance of pressures, produces queer results. It makes the car harder to steer, and has a tendency to make the car crowd to one side of the road.

We recently tested the front tires on ten different cars with an accurate pressure gauge. The tires were all of the same make and size. No two tires out of the twenty carried the same pressure. No tires on the same car were of approximate pressures. We do not know why there should be this great dissimilarity, but the point is that these owners were not getting the tire service and the car performance to which they were entitled.

While motoring conditions make it advisable for the owner to use his judgment in following specified pressures, the main thing is to see that both front tires have the same pressure and likewise both rear tires.

It is just as important to guard against over-inflation as it is against under-inflation. Both evils set up abnormal conditions. Some owners over-inflate their tires when filling with air, believing that the pressure will soon diminish. This practice results in over-inflation for a period and then in under-inflation.

And this is one of the reasons why you see so much tire trouble in extremely hot weather. The tourist especially should be careful about over-inflation.

* * *

OVER-INFLATED tires spin in mud and sand too readily because they hold their shape and cut down sharply. While they may increase gasoline mileage on improved highways, they do make the car ride harder, and less efficient in emergencies.

Care should be exercised in filling tires when they are cool. The tires on a car coming off the wash rack, for instance, may be considerably below normal temperature and consequently the indicated pressure would not be correct. The heat of operation and of the pavement might cause an excessive pressure in the tires.

Too much emphasis cannot be placed on the proper care of motor car tires. If the owner will use his own judgment, follow the advice of the tire manufacturer as closely as possible and just bear in mind that the right amount of air in the tires is as important as the right amount of oil in the crankcase of the motor, he will be assured not only better tire mileage but, in addition, better car performance, which will include greater comfort, more power, added gasoline mileage, easier operation and less injury to the working parts of the chassis.

# MEN YOU SHOULD KNOW ABOUT

## F. A. BOWER, *Assistant Chief Engineer*

WHEN it is realized that there are more than a score of engineering specialists and executives in the Buick engineering department, in addition to a force of 160 designers, draftsmen, research and experimental men, one appreciates the emphasis that has been placed upon the correct engineering of the Buick car. And one further understands that the Buick car is not the product of one engineer so much as it is the result of the combined effort of dozens of ingenious engineers.

One of the guiding lights in this organization of strength and ability is F. A. Bower, assistant chief engineer, who has been with Buick for 14 years, studying and working in co-operation with other engineers to make the Buick what it is today.

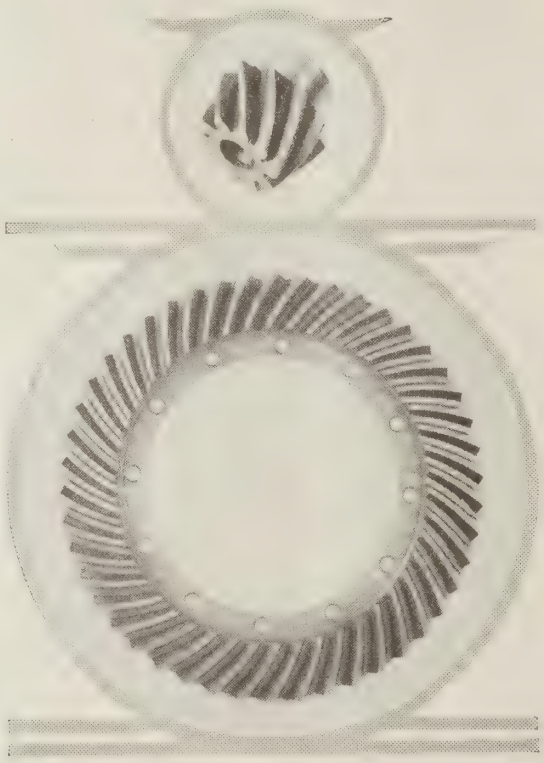
Despite the responsibility he now holds and his standing in engineering circles, Mr. Bower is a comparatively young man. He was born in Pennsylvania 39 years ago and his interest in engineering and its fascinating problems developed at an early age. He devoted himself to the study of his chosen profession and the serving of his mechanical apprenticeship, for a period of seven years before he decided to specialize in the automotive field, which at that time was just beginning to give promise of the great things that have since developed.

Mr. Bower served a year with another motor car manufacturer, working in every department of the factory to get a thorough and practical knowledge of the automobile. And then, 14 years ago, he joined the engineering force of the axle division of the Buick Motor Company.

Starting at the bottom, he was advanced rapidly and in a short time was made chief engineer of the axle department. While in charge of this branch of the factory, Mr. Bower developed several improvements in axle design and construction which have been of great importance to the automotive industry.

The present patented rear axle used on the Buick six-cylinder cars was designed by Mr. Bower. Of the distinctive features of the rear axle, one of special interest is the patented housing, which, instead of the live axle shafts, supports the full weight of the car. The housing, because of its patented construction, is not only exceptionally sturdy and strong, but in addition is remarkably light.

F. A. Bower, assistant chief engineer, who has been with Buick 14 years



Here we see the coarse pitch spiral gears, which make it possible to obtain extremely low ratios without sacrificing strength or increasing the size of the axle housing

Mr. Bower also developed the coarse pitch spiral bevel gears, which are also patented. This design was a radical departure in gearing and made it possible to secure extremely low ratios without sacrificing strength or increasing the size of the axle housing.

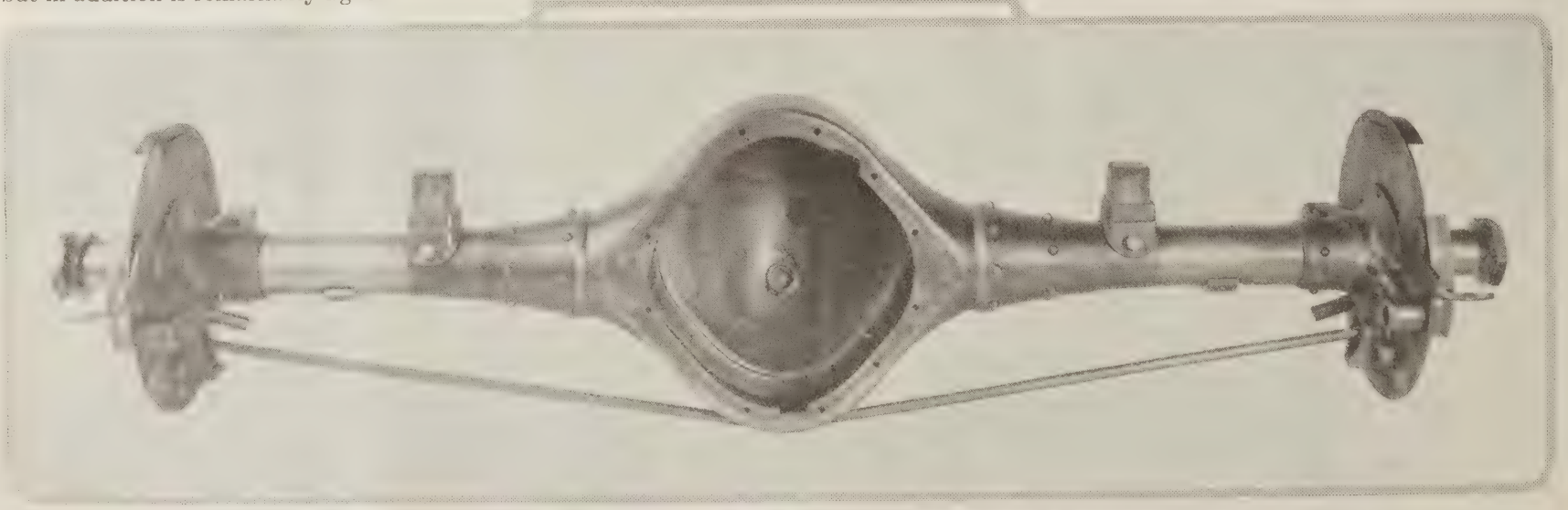
The present type of two-pinion differential, which is now in general use on the lighter class cars, was also brought to its high state of advancement by Mr. Bower. The differential in every respect is of advanced design, made with particular reference to strength and quiet operation. The strong carrier, on which the differential is mounted, is firmly secured to the housing.

Another big feature of the axle is its ready accessibility should repairs be necessary, as the entire rear driving apparatus can be removed in whole or in part in a few minutes and the work done conveniently and with speed.

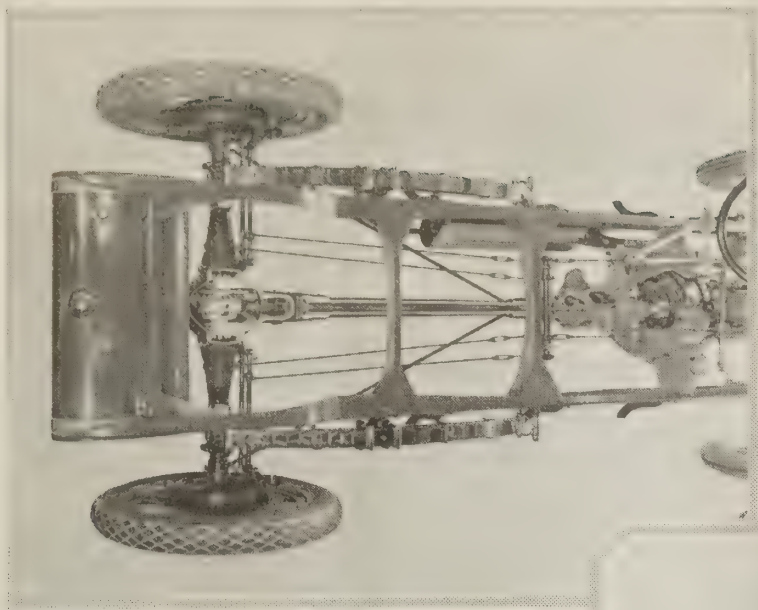
The progress Mr. Bower made in further improving the efficiency of the axle in general, brought him recognition as an engineer of unusual ability and he was given an opportunity to work with other engineers on additional important units of the Buick car. His success in this connection has advanced him to his present position as assistant chief engineer of the Buick engineering organization, a position which he has now held for several years.

In conjunction with other engineers, he has assisted in designing all the important units of the car. With the motor engineers he has helped develop the Buick Valve-in-Head motor. Because of concentration on the Valve-in-Head type and ceaseless research and experimental work, the motor has been improved each year and gradually brought to its present high state of development.

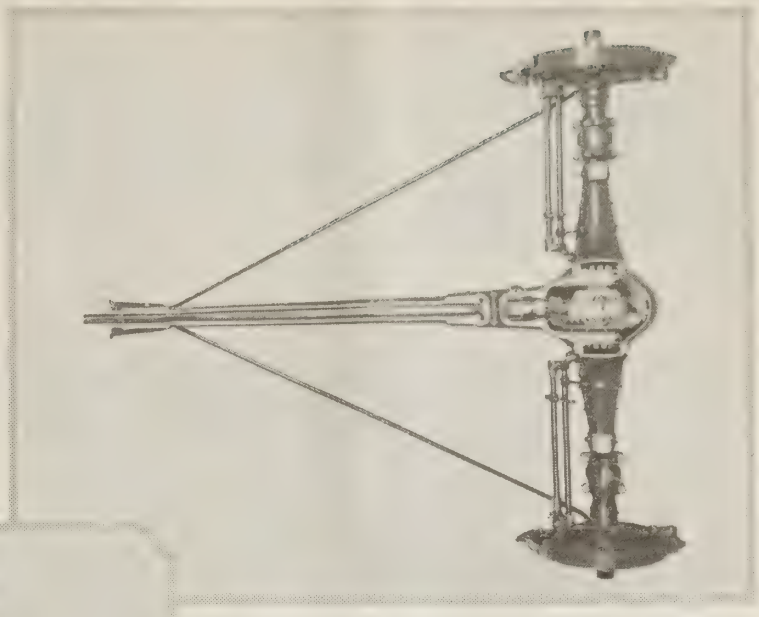
One of the important accomplishments was the automatic lubrication of the motor—a method that insures positive lubrication and consequently less wear on all working parts. Not only are the main bearings, wrist pin bearings and connecting rods bearings automatically lubricated but also are the rocker arms. The hollow rocker arm shafts on top of the motor contain fibres constantly saturated with oil. By capillary attraction, the oil passes from these fibres to felt packing within the rocker arms and thence to the cups into which the rods fit. This method is distinctly Buick in design.



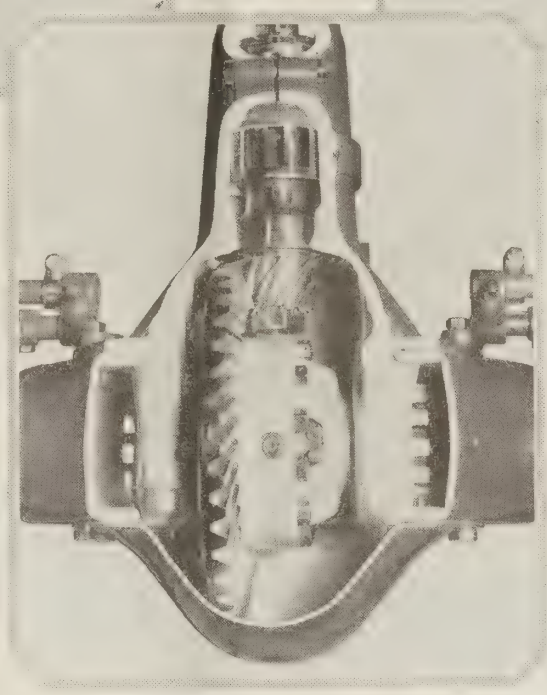
Mr. Bower designed the Buick rear axle housing, the patented construction of which makes it remarkably strong and light in weight



This rear chassis view shows the strength that has been built into Buick. Mr. Bower has contributed to most of the important units of the car



The Buick third member is a superior type of construction. It eliminates all twisting and weaving in the rear axle



This shows the Buick differential and the substantialness of its construction

Another point of design strictly Buick in character is the arrangement of the valve springs. One spring on the valve stem and another at the bottom of the push rod make the action of Buick valves positive. The cam rollers ride on the cams continuously and quietly. This feature, working in conjunction with the other parts, assists in establishing the high efficiency of the Buick motor.

Mr. Bower has also contributed to the design of the transmission and universal joint. The simple construction which has been worked out for the patented gear shift makes it possible to shift from one speed to another with the least amount of effort. The universal joint is virtually an integral part of the transmission and is constructed to stand unusual torsional and transverse strains. And in addition, whenever the car is in motion there is a constant flow of oil from the transmission case to the universal joint and back to the transmission case.

A great deal of time and thought has been given to the design and construction of the crankshaft and the crankcase. The balance of the crankshaft has been worked out with the greatest of care and along the most scientific lines. Unusually large surfaces have been provided at the main bearings and connecting rod bearings.

All of these achievements, which mark the correct engineering of the Buick car, have taken years of experience of the most practical nature. Besides Mr. Bower and the other chief engineers, the four engineers in charge of the motor have been with Buick 20, 12, 10 and eight years. The chassis engineer has served in the organization 13 years and the engineer in charge of the axle and transmission division has been with Buick the same length of time.

In the body division, which includes bodies, tops, trimming, fenders and all sheet metal work, the four engineering executives have been members of the Buick organization for an average of more than nine years—one for 14 years, two for nine years and one for six.

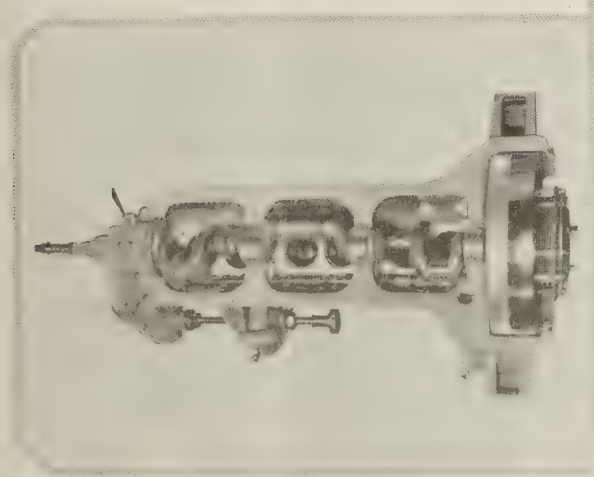
The electrical engineer has served nine years and the engineer directing gear design and development has been in Buick service 14 years. The superintendent of the experimental division has also been with Buick 14 years.

In the specification division, the production engineer and the experimental engineer joined Buick forces eight years ago. The engineering secretary, who is of great assistance to Mr. Bower and the other engineers, came to Buick 14 years ago.

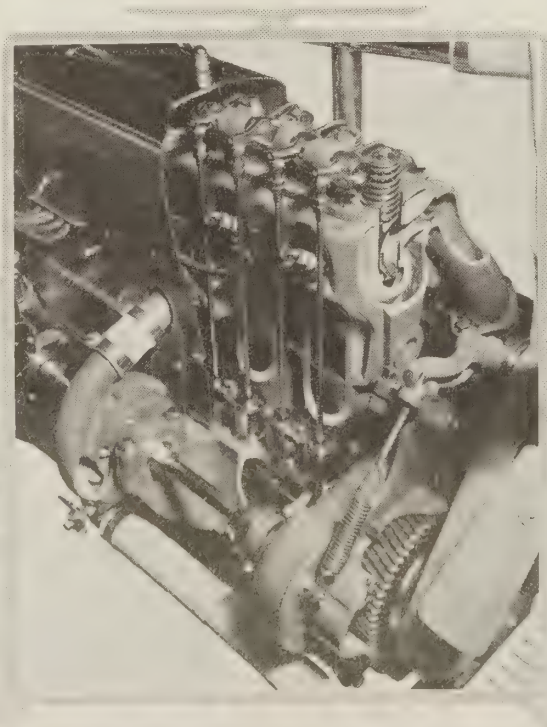
And thus we see how engineers have been specializing on various Buick units for a number of years, each constantly striving to improve the specific product for which he is responsible. Each engineer is a recognized authority in his respective branch of the profession.

The evidence of the remarkable service records of these engineers is best expressed in the Buick car, which is the recognized leader and standard of comparison in transportation value.

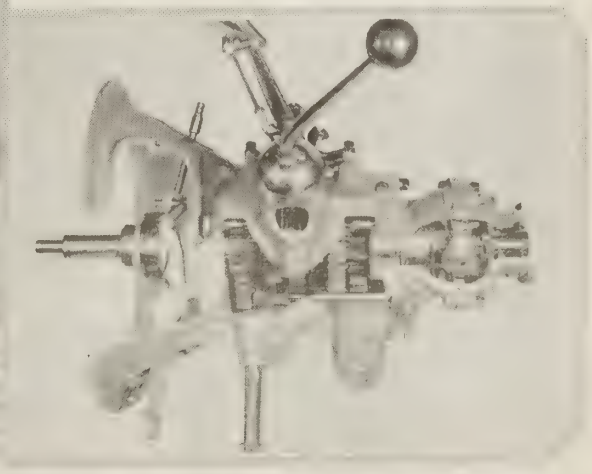
The years Buick engineers have spent in co-ordinating the parts and units of the Buick car have resulted in a thorough consistency, a remarkable balance and proportion, that could result only from a development over a long period of years. The importance of their accomplishment is brought home with ever-increasing emphasis the longer the car is run.



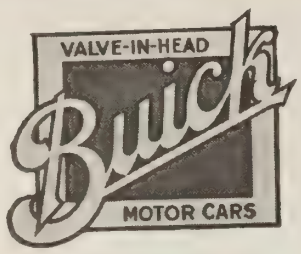
This view of the six-cylinder motor, taken with the lower part of the crankcase removed, shows the unusually large crankshaft bearings as well as the connecting rod bearings



In this sectional view of the motor, the push rod and valve construction can be seen and also the automatically lubricated rocker arms



Here is the Buick transmission and the universal joint, which is virtually an integral part of the transmission. Besides its ease of operation, the construction provides a remarkable degree of strength




# What Owners Say About the

### *"The Car, the Company and Service"*

"It might be interesting to you to know why I decided to buy my 1922 Buick," writes Robert A. Woodward, of Sandwich, Illinois. "Two years ago Mrs. Woodward and I made a trip to Kansas, where I have a small farm. On the Ocean-to-Ocean Highway we were very much impressed with the number of Buick cars we met and the number of Buick Service Stations along the route.

"I found out that Buick is very popular down in the hills and I saw them perform in the mud and on the hills. I decided right there that my next car would be a Buick Six.

"The car itself, the company behind it and the service rendered everywhere helped me to decide to make the investment in Buick transportation."

### "Most Wonderful Performing Car"

"I drove my 1922 Buick Six from Boston to Bennington, Vermont, by way of Springfield and Worcester over Jacob's Ladder to Pittsfield and from there to Bennington. In the number of times covering this road in winter I have never driven in as much snow," writes W. R. Lowe, of Bennington, Vermont.

"My Buick made every hill between Boston and Bennington in high gear, including Lester Hill in Worcester. In all the 20 years of my driving, this is the most wonderful performing car I have ever driven."

### "Never Any Trouble"

"I have bought two 1922 Buick coupes, making five Buick cars I have owned. I wouldn't think that I had a car if it wasn't a Buick," writes Dr. Marion Dillon, of El Monte, California.

"In all of our trips in the mountains, the 1922 Buick always makes the grades without any effort and never gives us any trouble."

### *Four Performs Well*

"The 1922 Buick Four, which I bought through your Capitan, New Mexico, dealer and had delivered to me at the factory in Flint, has performed mighty well," writes B. S. Burns, of Oscuro, New Mexico.

"Have driven it 3336 miles to date and not had occasion to take out a spark plug. I drove 155 miles in the mountains last Sunday. Part of the road was black dirt and had been recently rained on, but we moved along in fine shape."

### *For Comfort and Efficiency*

"I have driven my 1922 Buick 2300 miles and my expectations for its efficiency have been surpassed," writes D. I. Sultzbach, pastor of the Evangelical Lutheran Church of Philadelphia.

"Last November I took a trip of 600 miles and I never enjoyed one better. Comfort and efficiency were par excellence.

"For comfortable riding, for hill climbing and for speed, I desire none better than my Buick. And for endurance on long trips and agility to start I consider it very good. In short, I am more than pleased and without hesitancy, recommend the car very highly."

### *Prefers Buick for World Tour*

Around the world in a Buick. That is the plan of R. J. Jefferies, traveler and writer, of Columbiana, Ohio. Mr. Jefferies will start his tour in June and return in the summer of 1924, during which time he will cover nearly 50 countries and write feature stories for magazines and newspapers.

Because he has driven three Buick cars, understands how well Buick is made and how well it serves, Mr. Jefferies says he prefers a Buick for this trip. He knows what he can expect in Buick dependability.

WHEN BETTER AUTOMOBILES AR

# 1922 Buick Fours and Sixes

VALVE-IN-HEAD Buick MOTOR CARS

### *"New Four Maintains Reputation"*

"I BOUGHT a 1922 Buick Four touring car in Salem, Oregon, and drove it through to Findlay, Ohio, and because of its performance, I must say that it will surely keep up the Buick reputation," writes C. C. Porter, of Findlay, Ohio. "We drove 2965 miles and our best mileage in one day was 248 miles. We were in some very rugged country and two states gave us plenty of mud—16 miles in four hours in one section.

"I made this trip before but not with a Buick. Will say that the Four gave us plenty of room for the four of us and a good camp outfit."

### *Through Seas of Mud*

IN the spring, James R. Davies of Westmoor, Pennsylvania, completed a round trip to Florida in his new Buick Four without the slightest semblance of trouble. There were four people in the car, which in many places encountered almost impassable roads.

Between Burlington, North Carolina, and Oxford, Virginia, Mr. Davies says the road was little better than a sea of mud and over some of it no machine had been driven for a week. People along the way turned out to witness the sturdy Buick make the road few other cars would have attempted.

There were more Buick cars than any other make on the highways south of the Mason and Dixon's line, Mr. Davies says.

### *"Never Refused to Go"*

One of my first cars was the famous Model 10 Buick, which has covered more than 139,000 miles and is still going," writes George Chatfield, of Milton Junction, Wisconsin.

"Since then I have had two other Buick Fours. Neither ever refused to go. My next car will be another old standby—a Buick."

### *"Satisfactory in Every Respect"*

"ON a trip I made in my 1922 Buick Four through the lake districts of New York, gears were not shifted except at stops, every hill being made in high gear," writes George C. Daniels, supervising inspector for the New York State Department of Labor.

"The Buick Four has proved very satisfactory in every respect."

### *"Best Buy for the Money"*

THE Buick 1922 Four roadster, the first one to come to Manitowoc, is without exception the best buy for the money," writes E. C. Spindler, of Manitowoc, Wisconsin.

"I have had a number of high-priced cars and the upkeep on them has been rather expensive. Your Buick Four during these winter months has given me wonderful gasoline mileage and its riding qualities leave nothing to be desired. The power developed by its motor is a revelation."

### *"Sold" on His Four*

"I LEFT Colorado Springs on a Tuesday morning and arrived in Kansas City the next Thursday afternoon in a 1922 Buick Four—735 miles in 30 hours and 15 minutes, actual driving," writes Harry Ashton, Colorado Springs, Colorado. "The car arrived in perfect shape and did not need the slightest adjustment."

In another letter, Mr. Ashton says: "I'll wager that my Buick Four will go farther up a mountain on high gear than any other four-cylinder car. And I don't know of any that can beat my gasoline mileage between Denver and Colorado Springs."

BUILT, BUICK WILL BUILD THEM

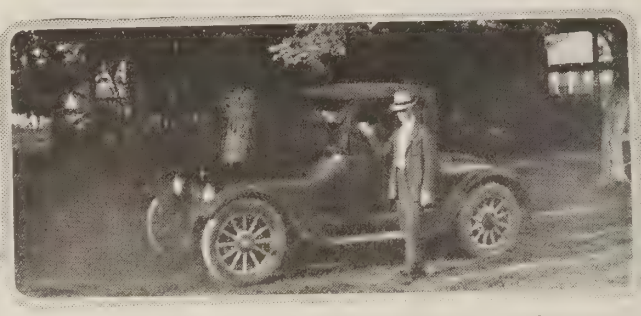
# In Oklahoma, Where Motor Car Performance Counts,

## In Norman

Among the representative citizens of Norman, Oklahoma, Buick has won an eminent regard because of its refinement and serviceability

THIS Buick sedan is Dr. G. W. Wiley's sixth Buick. His coupe, which may be seen in the background, is his professional car

"A THOROUGHBRED!" says Charles Lamer of his Buick coupe. Mr. Lamer is president of the Farmers National Bank and greatly interested in thoroughbred cattle



HAVING driven Buick cars since 1912, Dr. R. D. Lowther says his next car will also be a Buick

## In Clinton

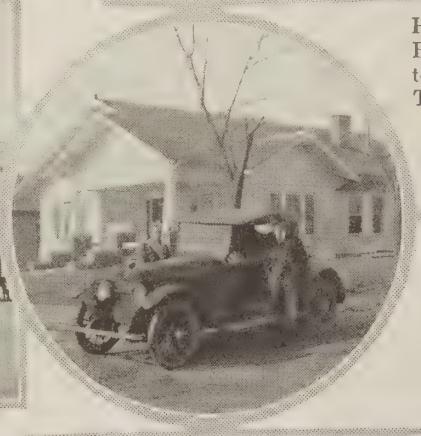
In all the different fields of transportation in Clinton, Oklahoma, Buick holds a high position. Clinton owners like Buick performance

"MY new Buick just fills the bill," says E. W. Blunck, photographer

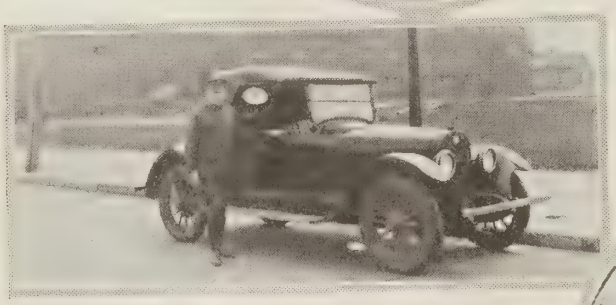
HOME of the Massey Buick Company, Clinton, Oklahoma, with Tom J. Massey and Jack Massey

SERVING as a mail car between Clinton and Cordell, this Buick driven by E. W. Sheets is performing faithfully every day

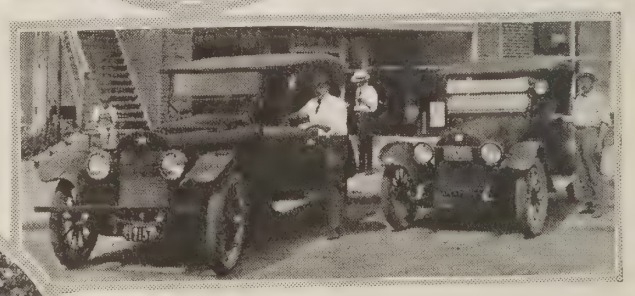
LIVING two miles outside of Clinton, W. Crawford has this Buick touring to keep him in touch with town and a Buick Four of 1915 for work at home



HERE are Dr. Lamb and Mrs. Lamb with their new Buick roadster

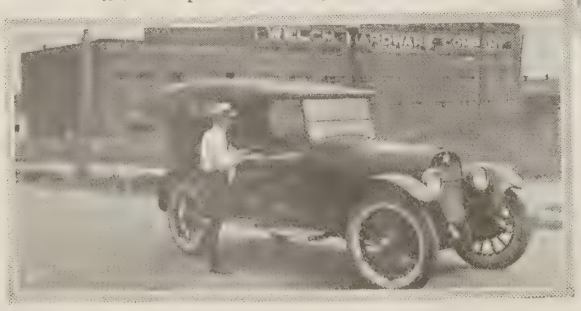


"THIS 1921 Six roadster has the fleetness, power, attractiveness, and reliability that would please the most particular," says Stanley Welch



THE editors and owners of *The Clinton Chronicle* are Buick owners, too. E. A. Olmstead and his 1922 Buick and R. A. Mitchell and his K-Six-45

THIS 21-Six-49 has served M. D. Medbury of the Medbury Furniture Company faithfully on various long trips



ANOTHER enthusiastic owner is C. G. Welch, of the Welch Hardware Company

HERE is Miss Ethel Simpson in her Buick just before starting for Colorado

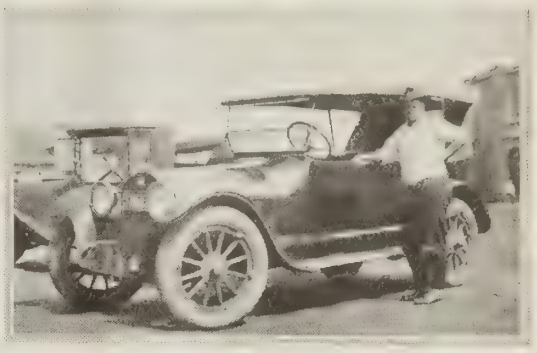
VALVE-IN-HEAD Buick MOTOR CARS

# Buick is Favorite Choice of Experienced Drivers

## In Fairfax

In Fairfax and Osage County, Oklahoma, the visiting motorist is impressed by the predominance of Buick cars. Buick has earned its place in Oklahoma on the merit of its performance

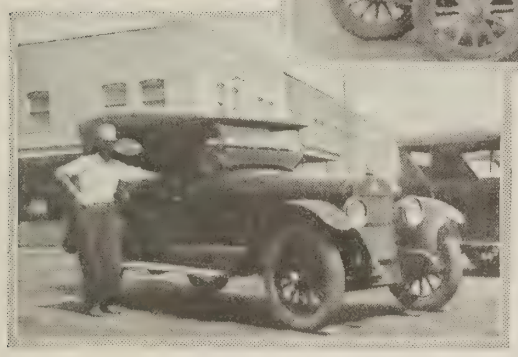
"This is my third and my next will also be a Buick," says Joe Herridge



"This is my fourth Buick and I wouldn't be without it," says C. E. DeNoya

Another enthusiastic owner is Leslie Copeland, manager of the C & R Tailoring Company

Here is Ernest Burkhardt, ranchman, with his third Buick

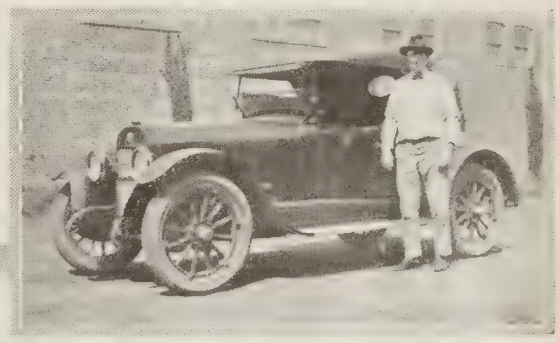


"This is my third Buick and I have found it best for my business," says George Riddle, motor liveryman

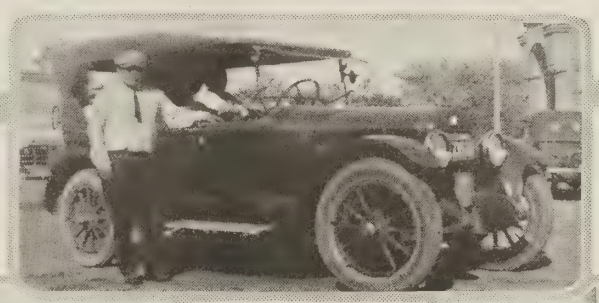
With his coupe, Dr. D. A. Shoun says he is always prepared. He also owns a Buick roadster

Another driver who favors Buick is James Kastl

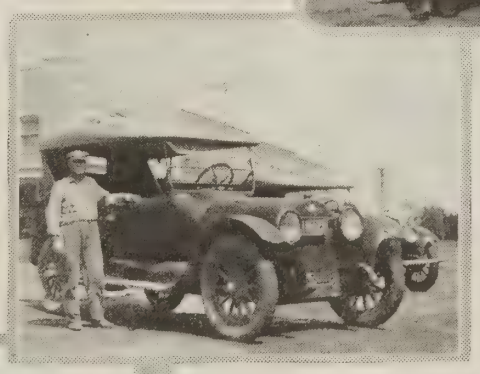
Emphatic in his praise of Buick is Robert Strofe



"There is nothing like the Buick," says C. A. Cook, county commissioner of Osage County



"All of my five Buick cars have been satisfactory — easy on driver and passengers, easy on tires and gasoline and easy to repair, when repairing is needed," says Roy Douglas

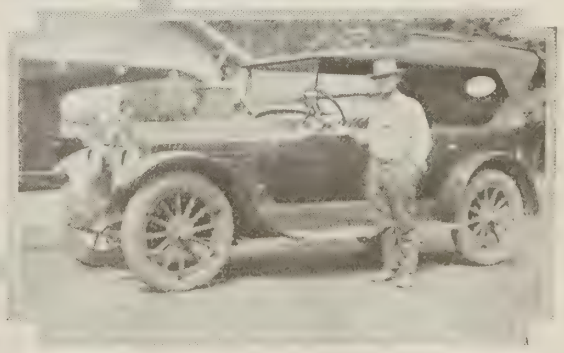


"I have owned four cars and every one was a little better," says Ralph Hamilton

This sedan is the personal car of Peyton Glass, while a Buick touring is used by the G & G Store Company, of which Mr. Glass is president

While this is his first Buick, Melvin Case says that he didn't realize before such a quality car could exist in the Buick class

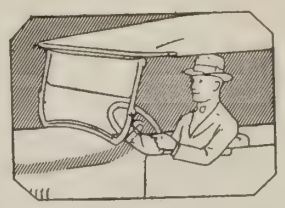
"I have driven my Buick 45 more than 30,000 miles with hardly any repair expense," says J. M. Robinson



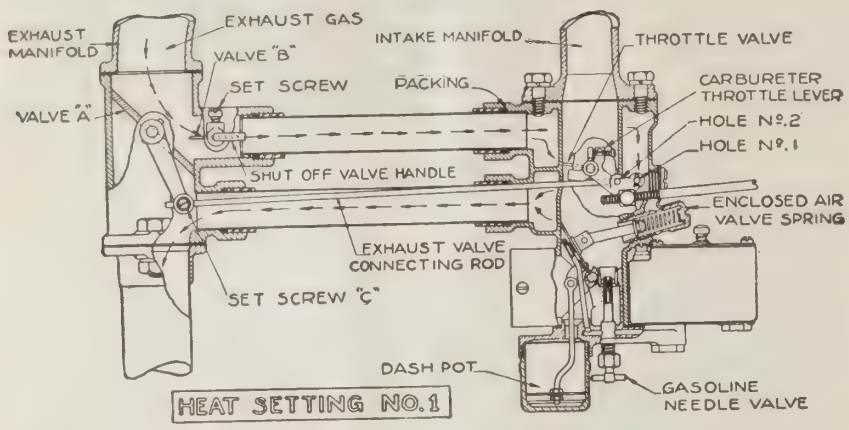
"There is no question in my mind that Buick is the most practical car for steady, consistent, day-in and day-out service," says Jack Potter, who is seen here with his third Buick

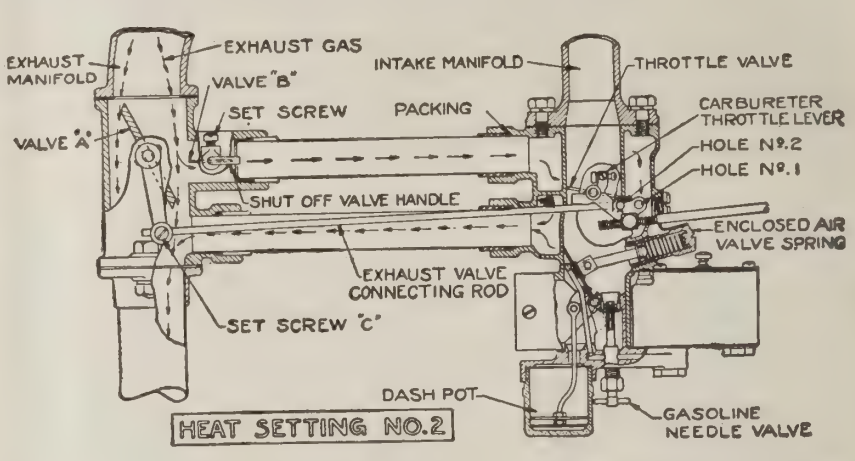
# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars



## Adjusting the Carburetor for Warm Weather Driving




THE purpose of the carburetor is to measure the fuel charges for the motor and to mix them automatically with the proper amount of air to form a combustible gas. The new automatic heat control makes it possible to provide ideal vaporizing conditions at all times, for when adjustments are correctly made all the heat required for the proper handling of the car at low speed and at the various ranges of speed is applied.

In this new Buick arrangement, the upper portion of the mixing chamber of the carburetor is surrounded by a large heat jacket which is connected to the exhaust manifold by means of tubes. The inlet tube to the carburetor jacket enters the manifold above an exhaust valve in the manifold (valve "A" in heat setting illustrations) and the outlet tube of the carburetor jacket enters the manifold below this valve. With the exhaust valve connected to the throttle lever, it is possible to control the heat entering the carburetor jacket.

This is automatically done by setting the exhaust valve connecting rod in closed position with the closed or idling position of the throttle valve.

Therefore, when this adjustment is properly made all of the exhaust gases of the motor pass through the heat jacket when the motor is idling. And as the throttle valve is opened and the speed of the motor is increased, the exhaust valve in the manifold automatically opens, thus decreasing the volume of hot gases by-passed through the heat jacket of the carburetor.

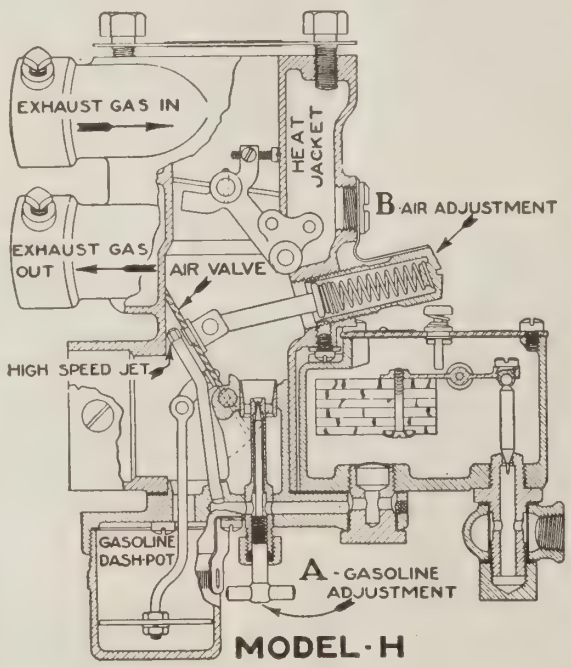
In addition to this automatic adjustment of heat conditions, an air regulator, marked "Cold," "Hot" and "Choke," is provided on the instrument board. The "Choke" position closes the air supply and causes the carburetor to give off excessively rich charges for starting. It should be released to part choke as soon as the motor fires in starting, part choke meaning two-thirds of the way back toward "Hot." Just as soon as the motor has warmed up, the air indicator should be turned still further back toward "Hot" position, in which position hot air is taken from the air heater under the exhaust manifold.

In the summer or even on long steady drives in winter, the air regulator should be carried at "Cold" after the motor has warmed up. At "Cold" less fuel is used than at any other position. At "Hot" position slightly more fuel is used than at "Cold" and after passing hot and going on toward "Choke," the amount of fuel used is rapidly increased.

### Heat Setting No. 1

By referring to the illustration for "Heat Setting No. 1," it will be noted that valve "A" in the exhaust line is fully closed with the idling position of the throttle valve and further that valve "B," in the inlet tube, is set in open position.

This setting provides for the most heat obtainable and should be used this way during the *entire year*, except in an extremely hot season or hot climate or when high-test gasoline is being used.




### Further Adjustments

If adjustment of carburetor is found necessary, it is well to follow these instructions. (Note illustration of Model H carburetor).

1. Turn gasoline adjustment to the right very carefully so as not to injure the needle point until the needle valve is closed gently against its seat, then turn it to the left to open seven-eighths of one turn.

2. Set air adjusting screw so that end of screw is even with the end of the ratchet set spring above it.

3. Start motor as usual, allowing it to run a few minutes with air regulator on dash turned to "Hot" or part choked until motor is warmed up, finally leaving air regulator on "Hot."

4. With the spark lever fully retarded, turn gasoline adjustment to the right, closing needle valve until motor idles smoothly. The normal adjustment of the needle valve is usually about three-fourths of one turn open.

5. Leave spark lever retarded and increase motor speed to about twice normal idling speed and turn air adjustment screw to the left, a little at a time, until the motor begins to slow down or skip, indicating too much air; then turn it to the right until the motor runs smoothly. Close throttle to idle position and if motor idles too fast, change closed position of throttle to further closed by means of throttle lever set screw.

6. To test the adjustment, advance spark lever and open throttle lever quickly. The motor should accelerate instantly. If it skips or pops back, open gasoline adjustment slightly by turning needle valve to the left. Do not touch air adjustment unless it appears absolutely necessary. The best adjustment is obtained with gasoline adjustment set at about three-fourths of a turn and the air adjustment carried as light as possible for quick acceleration with fully advanced spark, the position of the end of air screw being about even with the ratchet set spring above it.

After the carburetor has been adjusted as described above and proper idling speed of motor obtained, the connecting rod from exhaust valve to throttle lever of carburetor should be readjusted to be sure that exhaust valve, as described in "Heat Setting No. 1," is closed when motor is idling.

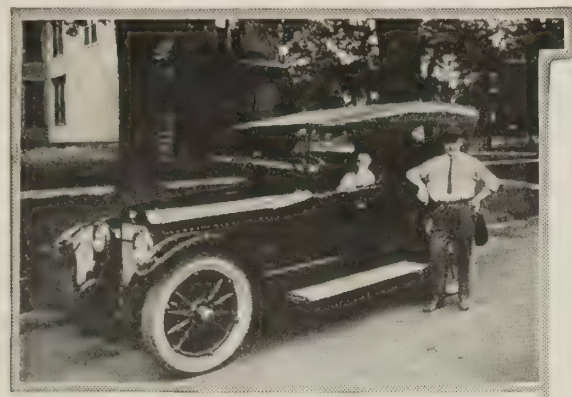
### Heat Setting No. 2

If loss of power due to too much heat is experienced, note the illustration for "Heat Setting No. 2." It will be seen that the connecting rod from valve "A" in the exhaust line is removed from "Hole No. 1" in the throttle lever and placed in "Hole No. 2." It should also be noted that valve "B" in the inlet tube is not disturbed, but is allowed to remain in open position. Valve "B" should be left entirely alone except in *extremely hot weather* or when using high-test gasoline or other highly volatile fuel.

### Heat Setting No. 3

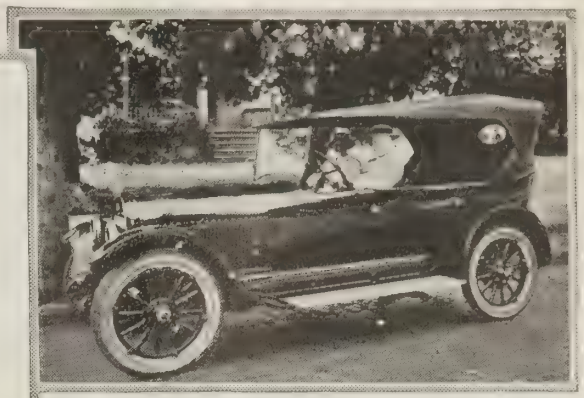
This setting is the same as "Heat Setting No. 2," except that valve "B" in the inlet tube is closed. This setting should never be used until after "Heat Setting No. 2" has been tried, together with air regulator on dash set at "Cold" after warming up. Under no circumstances should valve "B" be closed when "Setting No. 1" of the exhaust valve is being used.

# With Buick Owners in Bloomington, Illinois



An old Buick owner, Harry VanGundy, says that he has never enjoyed a motor car so much as he has his new touring this season

NOT only is it interesting to note the great number of Buick cars in a community but also to know of the variety of purposes for which Buick cars are being used. And as some of these Bloomington, Illinois, owners say, distinctive mechanical excellence makes it a pleasure to drive a Buick, regardless of the service it is called upon to render

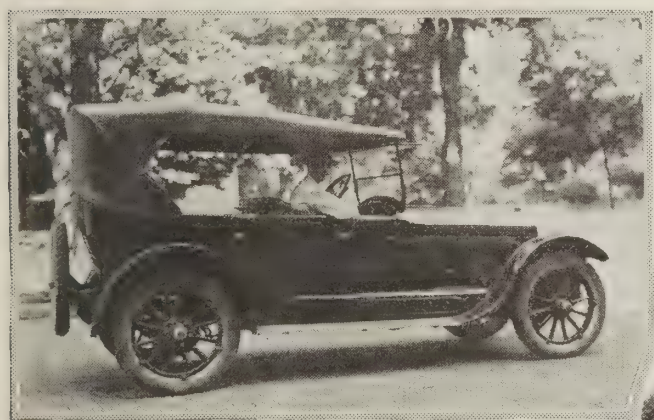


Operating several drug stores, Mark Hayes says his new Buick is both an asset and a pleasure in helping him handle his business

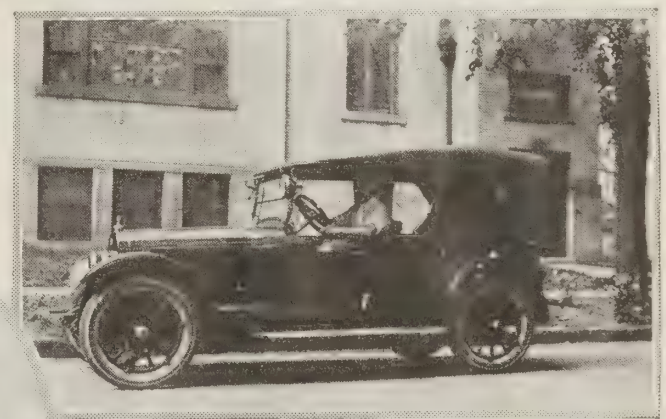
Purchased as a Christmas gift for her in 1920, Mrs. Virgil Griffin says that the only objection to her Buick sedan is that she seldom finds it when she wants it, Mr. Griffin liking it so much for his own use

This Buick coupe, owned by John A. Beck, funeral director, and driven by Louis Wollrab, is but a part of Mr. Beck's Buick equipment, for he also has a Buick hearse and two sedans

Of all the cars she has owned, Mrs. D. D. Moore says her Buick has the easiest gear shift and clutch arrangement

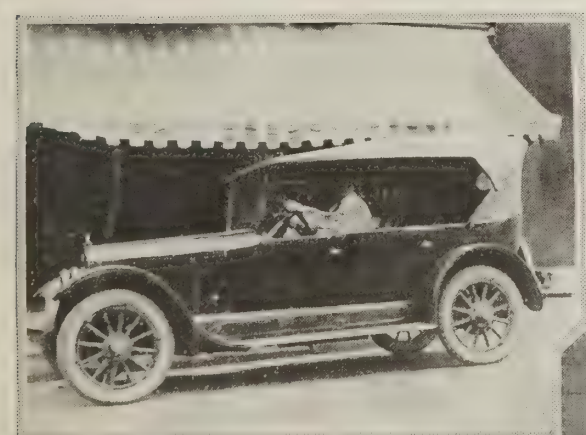


This new Buick makes the third Tom Rust has purchased for service in the rural districts. He says he likes it better than either of the previous Buick cars



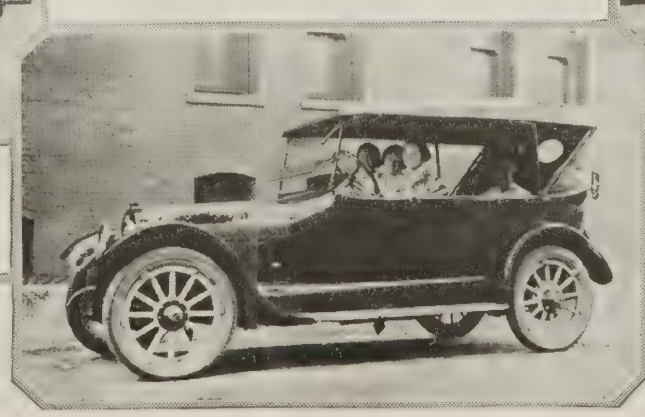
This is the third Buick driven by H. M. Hurd, local manager of Swift & Company. He appreciates its efficiency

Assisting her husband in his business as contractor, Mrs. Charles Hall relies on this Buick coupe. Although she uses it almost entirely as a business car, she says it really is half business and half pleasure, there is so much joy in driving it



This is George Hatzenbuhler's third Buick, which he uses in his insurance business with greatest satisfaction

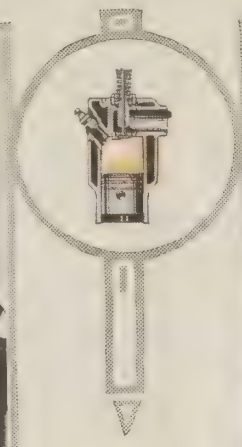
Here is a good illustration of how one Buick leads to another. I. D. Lain, large paving contractor, used a Buick roadster in his business and because of Buick excellence, purchased a coupe for Mrs. Lain. And then he discovered the advantages of a closed car for year-round service and so, trading in his roadster, he used Mrs. Lain's car until he could get delivery on a new coupe



The daughters of George Baron find their Buick easy to drive and economical in the use of oil, gasoline, and water

# Washington, Pennsylvania, Owners Praise Buick Qualities Highly

THIS 21-Six-48 coupe is owned by Misses Workman and the picture was taken on their beautiful lawn at Washington, Pennsylvania



"WE have owned ten cars of various makes and we must say that our 1922 Buick sedan is the easiest riding and best hill climber of all," write Mr. and Mrs. J. M. Prigg, of Washington, Pennsylvania

"MY 1922 coupe is a constant source of pleasure and comfort to me. It rides like a palace car and I am, indeed, very well pleased with it," says A. M. Linn, of Washington, Pennsylvania

"I PURCHASED this Buick in 1918 and I like it very much. It runs and looks like a new car," writes Mrs. James C. Brownlee, of Washington, Pennsylvania

"IN the past dozen years I have had about six different cars and in my new 22-Six-48 I have found more comfort and ease in driving than in any of the others," writes H. B. Duncan, of the Duncan & Miller Glass Company, Washington, Pennsylvania

VALVE-IN-HEAD Buick MOTOR CARS

# Service and Serviceability Win for Buick in Niles, Ohio

SINCE the earliest days of the motor car, Dr. C. C. Williams, of Niles, Ohio, has owned twelve cars and has never been stranded along the road. Remarkable? Yes, but Dr. Williams does not think so because all twelve have been Buick cars

"THE service rendered by your cars and your local dealer is a winning combination for a man who must have a car 365 days in the year," says C. H. Riegel, vice-president and general manager of The Ohio Corrugating Company, Niles, Ohio. This is the seventh Buick Mr. Riegel has owned since 1912

EASE of control has won Mrs. A. O. C. Ahrendts, of Niles Ohio. This is her fourth Buick

"I AM more than pleased with my new Buick," writes Robert McCarty, of Niles, Ohio. "I am more of a Buick booster than ever"

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# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

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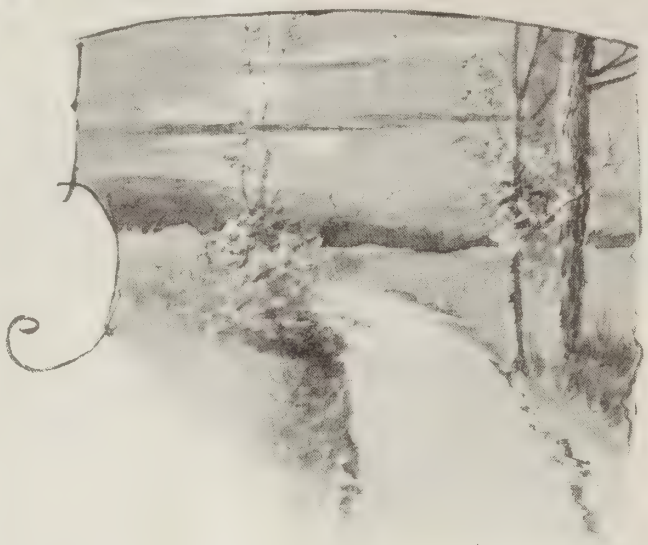
New Four Established Permanently in Buick Line—*pages 10-11*



# The Buick Six

Light on the world is breaking;
Far-flung streaks of gray,
Winging the eastern skyline,
Herald the coming day.
Long miles of granite highways
Luring to lands afar,
Are waiting in the dawning
For our peerless Buick car.

Vacation's voices call us
To hikes at dawn's aglow,
And brief, noontide siestas,
And strolls when moons hang low;
And spins on mountain driveways,
Where lights and shadows meet,
And dance forth through the woodlands
Our Buick Six to greet.

Haunts of the highlands woo us
On from sun-battered domes,
And tall, hot-throated chimneys,
And marts and counting-rooms,
And languid throngs that swelter
'Neath skyscrapers, gaunt and gray;
And our Buick breasts the morning,
And the city fades away.

Proudly our Six speeds onward—
Each "cord" on the pavement sings;
And her pistons leap to action,
As if they were living things.
And we fear no grievous mishap,
The season's joys to mar;
For sound in every sinew
Is our trusty Buick car.

And, with anticipations
Of nothing to alloy
Our gladsome recreations,
Dreaming is our employ:
But never a dream of mountains,
Or seashore or anywhere,
Is finally perfected
Until our Six is there.

To our 1918 Buick which has carried us about 60,000 miles, in all, this poem is affectionately dedicated by

REVEREND P. W. ELLIS
MACON, GEORGIA

*(Illustrated by Miss Pauline Ellis)*

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

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E. T. Strong, *Managing Editor*

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The two men stood half-crouched, face to face, watching each other narrowly, but making no move

# The Riverman

*by*

Stewart Edward White

I FIRST met him one Fourth of July afternoon when the sawdust streets and high board sidewalks of the lumber town were filled to the brim with people, — the permanent population of the town; a dozen outsiders like myself; and a great multitude of men of the woods.

I sat, watching them pass. Their heavy woolen shirts, the red of their sashes, their short trousers and the heavily spiked "cork boots" — all these were distinctive enough of their class, but most interesting to me were the eyes that peered from beneath their little round hats tilted rakishly askew. In my half-conscious scrutiny, I probably stared harder than I knew, for all at once a pair of blue laughing eyes suddenly met mine full, and an ironical voice drawled:

"Say, Bub, you sure look interested. Am I your long-lost friend?"

He thrust back his hat and ran his hand through a mop of closely cropped light curls.

"There's a birling match," he explained briefly. "Come on!"

I joined him, and together we followed the crowd to the river, where we roosted like cormorants on adjacent piles overlooking a patch of clear water among the filled booms.

"Drive's just over," my new friend informed me. "Rear come down last night. Fourth er July celebration."

A half dozen men with peavies rolled a white pine log of about a foot and a half diameter into the clear water. Suddenly a man ran the length of the boom, leaped easily into the air, and landed with both feet squarely on one end of the floating log. That end disappeared in an ankle-deep swirl of white foam, the other rose suddenly, the whole timber, projected forward by the shock, drove headlong to the middle of the little pond.

A roar approved this feat.

"That's Dicky Darrell," said my informant. "Roaring Dick. Watch him."

The man on the log was small, with clean, beautiful haunches and shoulders, but with hanging baboon arms. Perhaps his most striking feature was a mop of reddish brown hair that overshadowed a little triangular white face, accented by two reddish brown quadrilaterals that served as eyebrows, and a pair of inscrutable chipmunk eyes.

For a moment he poised erect with the great calm of the public performer. Then slowly he began to revolve the log under his feet. The lofty gaze, the folded arms, the straight, supple waist budged not by a hair's breadth; only the feet stepped forward, at first deliberately, then faster and faster, until the rolling log threw a blur of spray a foot into the air. Then suddenly slap! slap! the heavy caulks stamped a reversal. The log came instantaneously to rest.

"Magnificent!" I cried.

"That's nothing!" my companion repressed me. "Anybody can birl a log. Watch this."

Roaring Dick for the first time unfolded his arms. With some appearance of caution he balanced his unstable footing. Then he turned a somersault.

This was the real thing. My friend uttered a wild yell of applause which was lost in a general roar.

A long pike pole shot out, bit the end of the timber and towed it to the boom pile. Another man stepped on the log with Darrell. They stood facing each other, alert. Suddenly with one accord they commenced to birl the log from left to right. The pace grew hot. Like squirrels treading a cage their feet twinkled. Then it became apparent that Darrell's opponent was gradually being forced from the top of the log. He could not keep up. Little by little, still moving desperately, he dropped back to the slant, then at last to the edge, and so off into the river with a mighty splash.

"Clean birled!" commented my friend. One after another a half dozen rivermen tackled the imperturbable Dick, but none of them possessed the agility to stay on top in the pace he set them, and the crowd was getting uproarious. It wanted the best and at once. It began, with increasing insistence, to shout a name.

"Jimmy Powers!" it vociferated. "Jimmy Powers!"

And then, by his shamefaced bashfulness, I knew that my companion on the other pile was indicated.

A dozen men near at hand began to shout. "Here he is!" they cried. "Come on, Jimmy!" "Don't be a high banker!" "Hang his hide on the fence!"

Jimmy suffered himself to be pulled from his elevation and disappeared in the throng. A moment later I caught his head and shoulders pushing toward the boom piles, and so in a moment he stepped warily aboard to face his antagonist.

This was evidently no question to be determined by the simplicity of force or the simplicity of a child's trick. The two men stood half-crouched, face to face, watching each other narrowly, but making no move. To me they seemed like two wrestlers sparring for an opening. Slowly the log revolved one way; then slowly the other. All at once Dick birled three rapid strokes from left to right, as though about to roll the log, leaped into the air and landed squarely with both feet on the other slant of the timber. Jimmy Powers felt the jar, and acknowledged it by the spasmodic jerk with which he counterbalanced Darrell's weight.

As though this daring and hazardous manoeuver had opened the combat, both men sprang to life. Sometimes the log rolled one way, sometimes the other, sometimes it jerked from side to side like a crazy thing, but always with the rapidity of light, always in a smother of spray and foam.

The crowd was appreciative and partisan — for Jimmy Powers. It howled wildly, and rose thereby to even higher excitement. Then it forgot its manners utterly and groaned when

it made out that a sudden splash represented its favorite, while the indomitable Darrell still trod the log as champion birler for the year.

I must confess that I was as sorry as anybody. I climbed down from my roost, and picked my way between the alleys of aromatic piled lumber in order to avoid the press. In this manner I happened on Jimmy Powers, himself, seated dripping on a board end, and examining his bared foot.

"I'm sorry," said I, behind him. "How did he do it?"

He whirled, and I could see that his laughing, boyish face had become grim and stern, and that his eyes were shot with blood.

"Oh, it's you, is it?" he growled, disparagingly. "Well, that's how he did it."

He held out his foot. Across the instep and at the base of the toes ran two rows of tiny round punctures from which the blood was oozing. I looked my inquiry.

"He corked me!" Jimmy Powers explained. "Jammed his spikes into me! Stepped on my foot and tripped me."

"Why didn't you make a kick?" I cried.

"That ain't how I do it," he muttered, pulling on his heavy woolen sock.

"It's an outrage." I insisted, my indignation mounting. "That crowd was with you. All you had to do was to say something."

He cut me short. "And give myself away as a fool — sure, Mike. I ought to be big enough to take care of myself." He stamped his foot into his driver's shoe and took me by the arm, his humor apparently restored. "No, don't you lose any hair, Bub; I'll get even with Roaring Dick."

* * * * *

The following year, but a little earlier in the season, I again visited the lumber town. In striking contrast to the life of that other midsummer day were the deserted streets. The landlord knew me, and after I had washed and eaten, approached me.

"You've got all day in front of you," said he. "Why don't you go and see the big jam?"

In response to my inquiry he replied:

"They've jammed at the upper bend — jammed bad. The crew's been picking at her for near a week now, and last night Darrell was down to see about some more dynamite. It's worth seein'. The breast of her is near thirty foot high, and lots of water in the river."

"Darrell?" said I, catching at the name.

"Yes. He's rear boss this year. Do you think you'd like to take a look at her?"

"I think I should," I assented.

The breast of the log jam, as my landlord had told me, rose sheer from the water to the height of nearly thirty feet, bristling and formidable. Back of it pressed the volume of logs packed closely in an apparently inextricable tangle as far as the eye could reach.

My eye ranged over the men, and finally rested on Dicky Darrell. He was standing on the slanting end of an upheaved log, dominating the scene.

After half an hour's strained expectation the jam seemed on the very edge of breaking. So I sat down on a stump. Then for the first time I noticed another acquaintance handling his peavie near the rear boss.

"Hullo," said I to myself, "that's funny. I wonder if Jimmy Powers got even, and if so, why he's working so near Roaring Dick."

At noon the men came ashore for dinner, and I approached my acquaintance.

"Hullo, Powers!" I greeted him. "I suppose you don't remember me?"

"Sure," he responded heartily. "Ain't you a little early this year?"

"A little, but it'll be a great sight when the jam pulls."

"You bet," he replied, "but she's a teaser. We've started her three times, but she's plugged tight every trip. Likely to pull almost any time."

We discussed various topics. Finally I ventured:

"I see your old friend Darrell is rear boss."

"Yes," said Jimmy Powers, dryly.

"By the way, did you fellows ever square up on that birling match?"

"No," said Jimmy Powers. Then, after an instant, "Not yet, —— but —— " said he, getting to his feet, "those little marks are on my feet yet. And just you tie on to one idea —Dicky Darrell's got it coming."

About three o'clock that afternoon, and without the slightest warning, the jam "pulled." Usually certain premonitory cracks, grumblings, shruggings and sullen reluctant shiftings of the logs give opportunity for the men to assure their safety.

The jam itself started with every indication of meaning business, gained momentum for a hundred feet, and then plugged to a standstill.

Now we all had leisure to notice two things. First, the movement had not been of the whole jam, but only of a block or section of it. Thus between the part that had moved and the greater bulk that had not stirred lay a hundred feet of open water, in which floated a number of loose logs.

The second fact was that Dicky Darrell had fallen into that open stretch of water and was in the act of swimming toward one of the floating logs. That much we were given just time to appreciate thoroughly. Then the other section of the jam rumbled and began to break. Roaring Dick was caught between two gigantic millstones, moving to crush him out of sight.

An active figure darted down the trail of the first section, out over the floating logs, seized Darrell by the coat collar, and so burdened began desperately to scale the very face of the breaking jam.

Never was a more magnificent rescue. The logs were rolling, falling, diving against the laden man. He climbed as over a treadmill, a treadmill whose speed was constantly increasing. And when he finally gained the top, it was as the gap closed, splintering beneath him and the man he had saved.

It is not in the woodsman to be demonstrative at any time, but here was work demanding attention. Without a pause for breath or congratulation, they turned to the necessity of the moment. The jam, the whole jam, was moving at last. Jimmy Powers ran ashore for his peavie. Roaring Dick, like a demon incarnate, threw himself into the work. Forty men attacked the jam at a dozen places.

Roaring like wild cattle the logs swept by, at first slowly, then with the railroad rush of the curbed freshet. Men were everywhere, taking chances like cowboys before the stampeded herd. And so, out of sight around the lower bend, swept the front of the jam in a swirl of glory.

One by one the spectators departed. At last only myself and a brown-faced, well-dressed young man remained. He sat on a stump, staring with sightless eyes into vacancy. I did not venture to disturb his thoughts, and he did not look up until he heard the sound of the rivermen straggling into the camp from the down-river trail.

The brown-faced young man arose and went to meet them. Jimmy Powers was with them, —the young man stopped him. For many minutes he was in close conversation with Jimmy Powers. Then they shook hands and the young man climbed into a waiting wagon.

Jimmy Powers stood looking after him. As I approached, the riverman turned to me.

"Do you know who that fellow is?" he asked me in a hushed voice. "That's Thorpe— Harry Thorpe. And do you know what he said to me just now, me? He told me he wanted me to work in Camp One next winter— Thorpe's One. And he told me I was the first man he ever hired straight into One."

"You deserve it, every bit," said I. "I'm not going to call you a hero, because that would make you tired. What you did this afternoon showed nerve. It was a brave act. But it was a better act because you rescued your enemy, because you forgot everything but your common humanity when danger—"

I broke off. Jimmy was again looking at me with his ironically quizzical grin.

"Bub," said he, "if you're going to hang any stars of Bethlehem on my Christmas tree, just call a halt right here. Do you want to know why I rescued that scalawag? It was because I was just naturally savin' him for the birling match next Fourth er July."

An active figure darted down the trail, out over the floating logs, seized Darrell by the coat collar, and so burdened began desperately to scale the very face of the breaking jam

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

"LADY, isn't there a bit of work around the house or yard I can do for you?" a gentleman of the road asked the owner of a beautiful sedan, which she was just leaving in the yard after a long trip through the country.

"No, I don't think there is a thing," the lady replied. But just as the stranger was turning into the street, she called, "Do you know how to wash an automobile?"

Quick to see a chance to earn an easy half dollar, he hurried back.

"At washing a car, madam, I am a past master."

"Well, over there's the hose and I will bring some cloths and a whisk broom, which you can use to brush out the car."

With these things at hand the "past master" began to make the sedan look like new. After brushing out the interior of the car, he thought it would be a good idea to go over the body of the car with the little broom.

Whisk, whisk—across the panels of the body, over the hood, down the fenders. And he believed he was doing a first-class job.

* * *

WHEN the owner looked at the sedan an hour or so later, she saw the damage that had been done. What was once a beautiful finish, a tribute to the art of making useful things beautiful, had become a finish terrible to behold. The little broom had left its marks wherever it had been whisked. The body was a mass of fine scratches.

Surprising as it may seem on first thought, the foregoing actually happened. And the sad part of it is that dozens of similar acts are occurring every day, some of them due to neglect and others to lack of knowledge of how to wash and polish an automobile body.

Just the other Saturday afternoon we saw a whole family busily and happily preparing their large passenger car for the Sunday outing. As sincere as they were in their wish to beautify the car, the results of their work would be but temporary at the most with the possibility of being detrimental to the finish in the long run. For they were laying on the polish thick and heavy without pretending to rub it down. Before the car reached the country roads it would be covered with dust. Nothing has such an affinity for dust as automobile polish improperly applied.

And what a temptation it is to youngsters to write their names or draw pictures in the dust collected on the rear of an automobile body. When they run their fingers through the dust they scratch the finish just as effectively as though they were using pumice stone.

Another man we know used hot water and soap in cleaning the body of his car. Before he had it repainted, the finish was cut and cracked as though the body were twenty years old instead of less than a year.

* * *

NOW the manufacturer of a fine automobile gives a great deal of consideration to the finish of his product that it might be bright and lustrous. The manufacturer likes to insure the owner a good-looking vehicle, one in which he will have pride and interest in keeping beautiful.

The automobile builder selects the best materials that the paint and varnish makers can produce and applies them in accordance with the most advanced and scientific methods. But the car builder's efforts must fail to produce the desired results unless the car owner assumes the obligation of treating the finish of the car as carefully as he would any other fine thing that he wishes to preserve.

But despite the apparent effort of so many owners to keep their cars looking bright and clean, the service records of every manufacturer building finely finished cars are loaded with stories of paint destruction due to inattention, carelessness and wrong methods in washing and polishing motor vehicles.

* * *

LET us make just a few suggestions at this time—suggestions based upon the knowledge and experience of the car builder and the paint and varnish maker, which will help owners preserve the finish of their cars.

Suppose we start with the new car. Upon delivery it is a good policy to spray the car gently with clear, cold water, perhaps once a day for several days. This is just a precaution to insure the thorough hardening of the finishing varnish coat on the body.

After the first run do not attempt to dust or rub off the dust or mud that might have become attached to the body. Just rinse the car carefully with cold, clear water. If you choose to wash your car with a hose, be sure to remove the nozzle, for water under high pressure drives the particles of dust and dirt into the finish.

Never allow caked mud to remain on the car. It is very likely to leave spots which cannot be removed. The mud and dirt can be easily loosened with water. Then go over the body with a good sponge, using again plenty of clear, cold water.

It is well to avoid at all times the use of hot or even warm water because either tends to soften the varnish. The body may be wiped dry with a clean chamois skin.

It is a good plan to use different sponges on the body and on the wheels and chassis. The latter collect grease and dirt more readily and it is not always possible to get the sponge absolutely clean after the sponging operation on the wheels and chassis.

Like other duties one owes to the maintenance of a fine motor car, you will find that frequent washings are not only easier but also better for the car than occasional attempts to make the car all spick and span.

* * *

AS for polishes and cleaners, it is well to bear in mind that the best polish is a dangerous thing in the hands of the inexperienced. A polish may seem to do so much in brightening a car's finish, but unless it is used sparingly and afterwards rubbed and dried gently and thoroughly, it is bound to decrease the durability of the varnish. Regular soap and many of the so-called automobile soaps are really detrimental, the lye in them cutting the finish. Be sure to use clean cloths in applying polish and avoid any circular motion or heavy rubbing in drying if you would not leave traces of your efforts.

It is well to remember that the protecting film of varnish which gives your car its lustrous finish is very thin and cannot last forever. Guard it as you would the finish on your piano or living room table. Do not wait as some owners do until the varnish film has entirely deteriorated before thinking of having the car revarnished. If you do, you might find that the under coats of paint have become cracked and checked, thus making necessary the removal of all the coats of paint down to the metal and a complete and new repainting.

# MEN YOU SHOULD KNOW ABOUT

## W. T. GREGORY, *General Manager of Patterns and the Iron Foundry*

LONG regarded by men of the industry as a good example of what a foundry should be, the Buick iron foundry has in recent years gained even further distinction as one of the country's model plants.

In the mammoth foundry building there is every modern appliance to increase efficiency and add to the convenience of the workmen. There is an entire absence of lost motion. Each operation is completed at the point where the next one begins, resulting in the characteristic Buick straight line or progressive production. Human effort is strictly confined to the skillful part of the task. All the hard, laborious work is performed by ingenious labor-saving machinery. There is no waste. Each scrap of metal is salvaged; every shovel of sand is used over and over again. And the quality of the finished product is as perfect as one would expect from the foundry's marvelous equipment, painstaking workmen and rigid inspection systems. The whole is an achievement in foundry practice.

The plans for this great foundry were evolved after long study. While foundry experts co-operated with Buick engineers and architects and Buick foundry executives in the first steps toward forming the new foundry organization, the later developments, which have done so much in assuring the highest quality of work and the reduction of production costs, are rightly credited to the skill and vision of W. T. Gregory, general manager of the pattern department and iron foundry.

Through the ceaseless efforts of Mr. Gregory most of the present accomplishments have been brought to realization. A man of wide and practical foundry experience and of first-hand knowledge of the problems of pattern making, he has been well fitted to direct the growth and development of the Buick foundry.

Mr. Gregory joined the Buick organization 12 years ago, after holding other important positions both in this country and in England.

It was in England that Mr. Gregory began his career, learning the trade of a wood pattern-maker. Working with old craftsmen in some of the largest locomotive shops of England,

W. T. GREGORY
General Manager of Patterns and the Iron Foundry

he really learned two trades—that of the pattern-maker and that of the molder and founder, knowledge of both being involved in the construction of patterns, which the molder uses to prepare molds for castings.

Original patterns are generally of wood and they thus require a craftsmanship in the handling of woodworking tools equal to that of the finest cabinet making. The pattern-maker must have a knowledge both of the behavior of wood and the behavior of metal, acquired only through a long and varied apprenticeship.

Mr. Gregory served his apprenticeship and practiced his trade for some time before coming to this country. Shortly after arriving here he became identified with one of the largest manufacturers of pumps and valves in the East, making many intricate patterns for a variety of molds. His experience also covers years of work with several other large manufacturers of machinery and locomotives.

In the year 1900, when so many other leading automotive men became actively interested in the possibilites of the motor car, Mr. Gregory made the patterns with which to build one of the first one-cylinder vehicles in the East. He became so interested in the work that from then on he devoted the greater part of his time to the study of internal combustion motors.

While he was running a pattern shop in Providence, he had the opportunity to make the patterns for the first six-cylinder car to win the Vanderbilt races on Long Island.

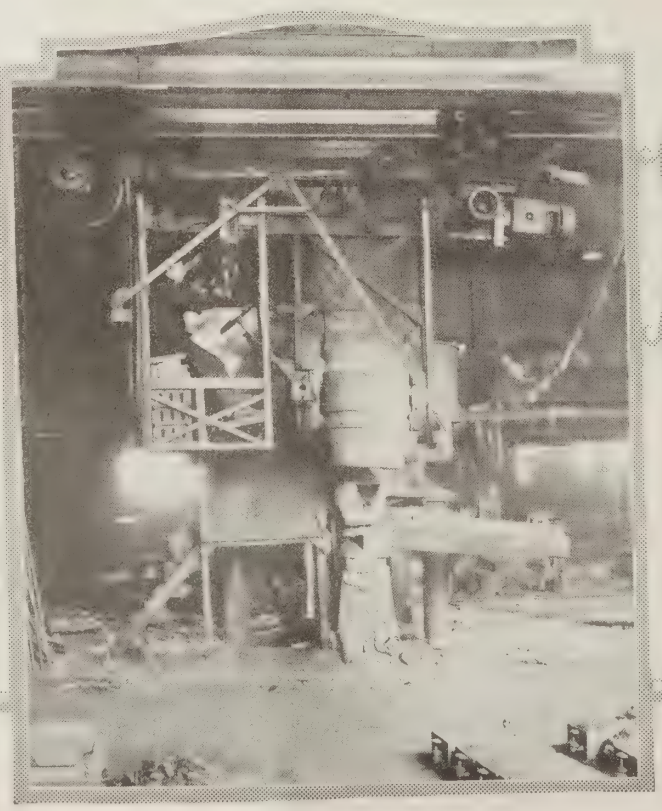
The future general manager of the Buick foundry became a member of the Buick organization in 1910, taking charge of the wood and metal pattern department. His success in solving many of the difficult problems of the pattern-maker and the molder soon brought him the appointment of superviser of castings. In 1919, Mr. Gregory was made general manager of the pattern department and the iron foundry.

The foundry Mr. Gregory has developed is a fascinating place to visit. The roar of the mighty cupolas, the glare of the white-hot metal, the flying course of the monorail conveyers, with their loads of sand, molten metal and castings, the swift procession of the busy workmen—all grip the interest from start to finish.

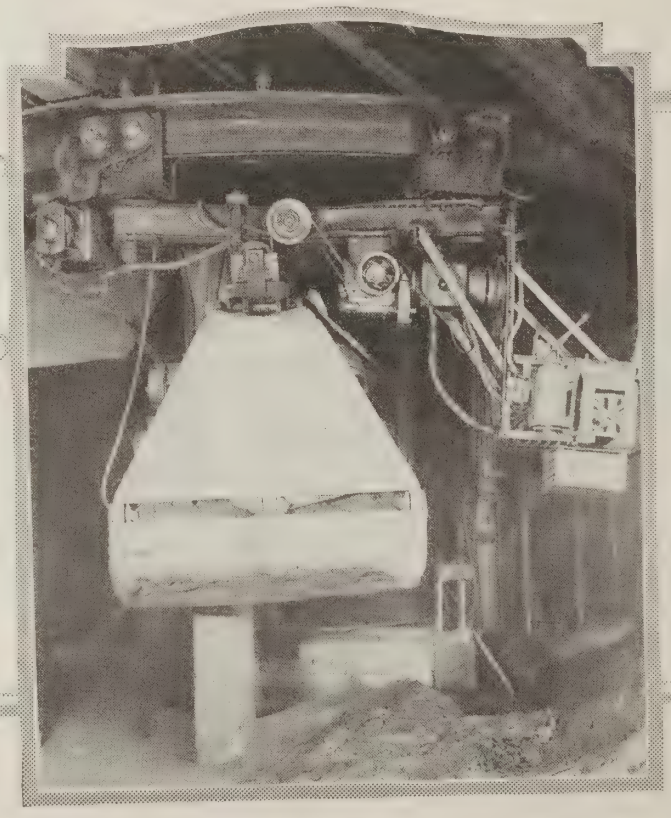
What was a foundry handling 60 to 70 tons of metal has been developed into one with a daily capacity of 300 tons of metal. Where only a few of the castings used in Buick cars were made, one now finds produced practically all of the castings entering into Buick cars.

These things have resulted from the adoption of the progressive system and standardization of equipment and methods.

Take the progressive system of production, for instance. The law of gravity is the law of the Buick foundry. The course of the metal is from the top to the bottom of the building, from pig iron to finished casting. It goes through the various processes with no lost motion and with the minimum amount of



One of the monorail conveyers taking on a load of molten metal



Another of the monorail conveyers used for the delivery of sand

Showing how the castings are distributed on gravity conveyers

One of the machines where the core compound is thoroughly mixed

handling, made possible by the installation of a great deal of special equipment.

There are overhead monorail electric conveyers for handling melted metal, castings and sand; electric floor trucks for carrying racks of cores to and fro; chutes leading down from the upper floors through which castings and sand are lowered, and endless belts bring the sand up from the pits in the basement.

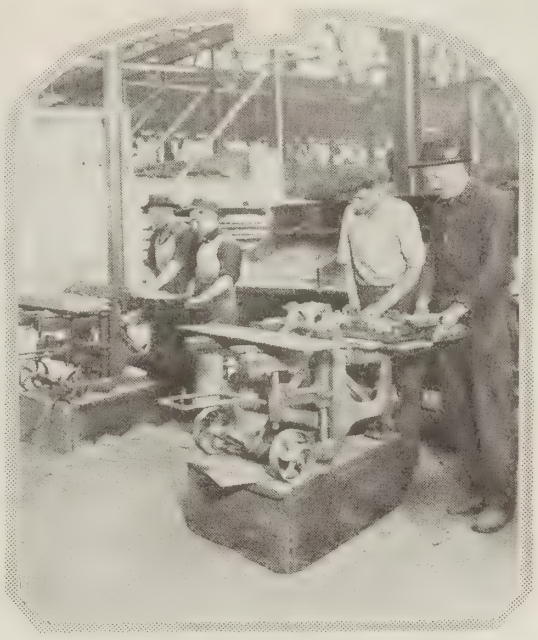
Things start at the rear of the Buick foundry. A huge traveling crane dips its steel talons or electric magnet into the cars on the railroad siding and comes forth with a mighty load, lifting it as required to the bins on the third floor, where there are the monster cupolas side by side.

In the cupolas alternate layers of coke, metal and limestone are put in until they are filled. Through this mass blue flames soon begin to mount, urged on by a powerful battery of mechanical blowers. In a short time the metal begins to melt, and then to trickle down through the layers of limestone, which purify it.

Through the use of a new type of blower, which Mr. Gregory worked out, the capacity of each of the cupolas has been largely increased.

In the molding room there are any number of machines that reflect the genius of Mr. Gregory—machines that improve the quality of castings, that cut down production costs and that reduce hard labor to a minimum.

There are several distinct types of molding machines in use, although their fundamental



Two of the special core-making machines that improve quality

principles of operation are about the same. The molding machine does the lifting, jolting and turning over of the mold, not only producing a more uniform grade of work but also saving a great deal of time. Two of these machines, one producing the top and the other the bottom of the mold, are turning out approximately 350 flywheels a day.

Standardization of work has also played an important part in the increased efficiency of the Buick foundry. All patterns used in the production of a particular casting are exact duplicates of the original and therefore interchangeable. Duplicate patterns are usually of iron, because of the absolute perfection gained.

In order to maintain the foundry at its maximum efficiency, Mr. Gregory has developed his own repair and machine shop, where he overhauls the foundry equipment and in many instances builds his own machines. This is especially true in the case of electrical equipment and sand conveyers, while the cranes used in conveying metal are largely the product of Mr. Gregory's design and the foundry machine shop's construction.

While Mr. Gregory has been working on the problems of the foundry production, he has not lost sight of the workmen's interests. The ventilating system is truly wonderful. Shower baths and steel lockers as well as a clean, airy lunchroom have been provided.

All of Mr. Gregory's work has a direct bearing on and is reflected in the quality of Buick Valve-in-Head motor cars.

Showing a portion of the core-making department in the foundry

An electric truck moving a rack of cores into the baking oven

# "'Twill take me quickly, comfortably, beyond Buick service,

HERE is Ernest Shore, formerly a pitcher with the Boston Braves and now engaged in the real estate business in Winston-Salem, North Carolina, and his Special Six-54 Roadster

DRIVING his sixth Buick, Dr. H. C. Miller, of Hillsdale, Michigan, says he knows he can depend on Buick. He likes the courteous attention given at Buick service stations

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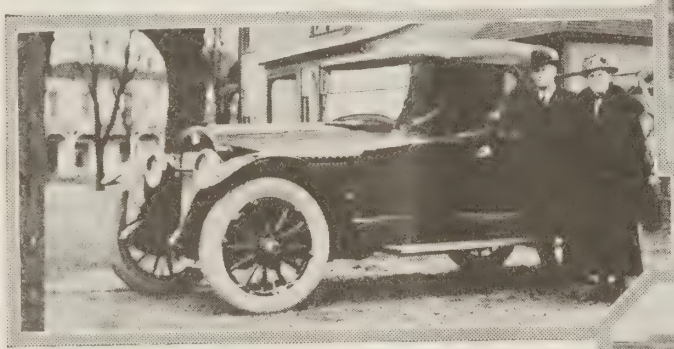
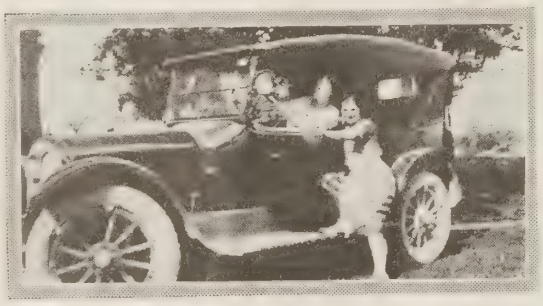
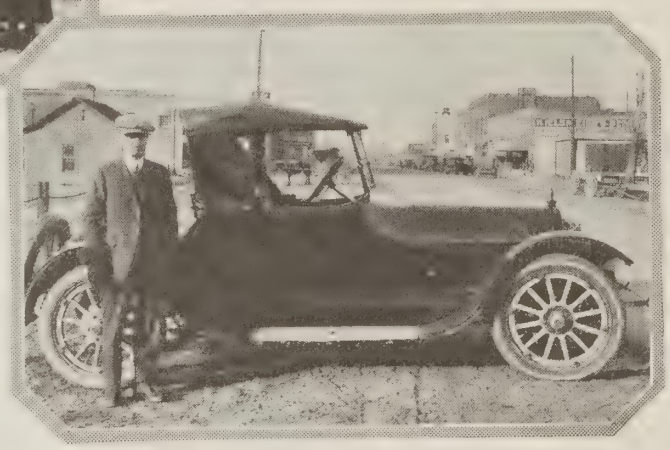


"SINCE 1912, I have owned nine Buick cars, and I have not had one in a garage for repairs I could not make myself," writes T. R. Herrick, of Bancroft, Michigan

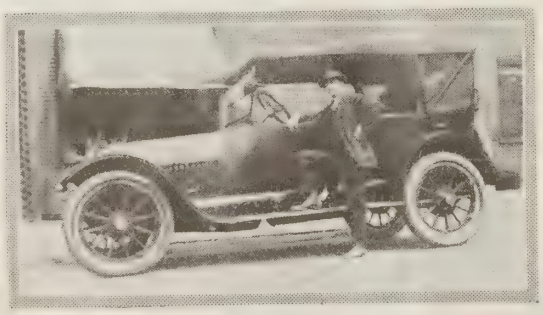
"MY second Buick, K-Six-49, has 21
like a top," writes Edgar T. Bell, o
City, Oklahoma. "I use my
upkeep



SINCE buying his first Buick in 1915, Frank Ayer, of Detroit, says Buick is the only car he would consider. Here we see Mrs. Ayer and a friend



"To date," says Edwin Keyes, president of the Valley Telephone Company, Sunnyside, Washington, "it has not been necessary to spend one dollar for repairs on my Buick, although it has covered 23,000 miles of Washington road"



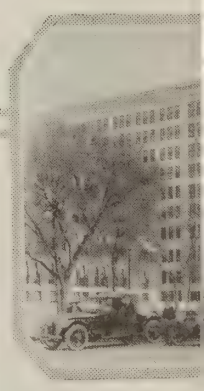
"THERE has been practically no expense in connection with my Buick since I bought it in 1918," writes Charles H. Isaacson, Chester, Pennsylvania

"THIS picture shows two of the greatest things in the world," writes Dr. J. M. Sinclair, of Elizabeth, New Jersey, "the Ashokan Dam and the Buick Special 54 Roadster, which supplies the best transportation in every respect to those who are fortunate enough to have one"

THIS view shows four of the f
purchased by the Johnson C
Tennessee, who found that B

HERE is Dr. A. C. Lowry, of Ironton, Ohio, with his 21-Six-50, which is the third Buick he has purchased

VALVE-IN-HEAD Buick MOTOR CARS



THESE four Buick ca
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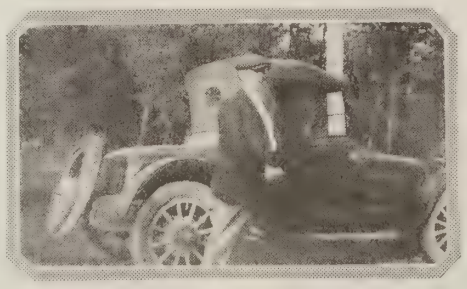
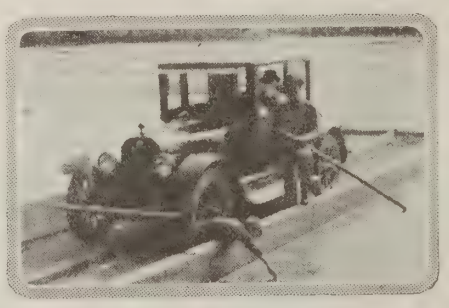
"I HAVE found that I used good judgment in buying my Buick coupe," says State Senator J. B. Gnose, of Anaconda, Montana



"FOR the past seven years I have been a Buick owner and I would have no other car, for Buick satisfies every need for quality, service and pleasure," writes B. P. Brown, of Ednor, Maryland



AFTER a 6,000-mile trip through the East and South, Dr. Jas. K. Stepp, of Linby, Iowa, says his Buick ran as perfectly the last mile as it did the first

teaply, any place, any time, though never
which is seldom needed"

e best reason why Buick
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Michigan, expressed in
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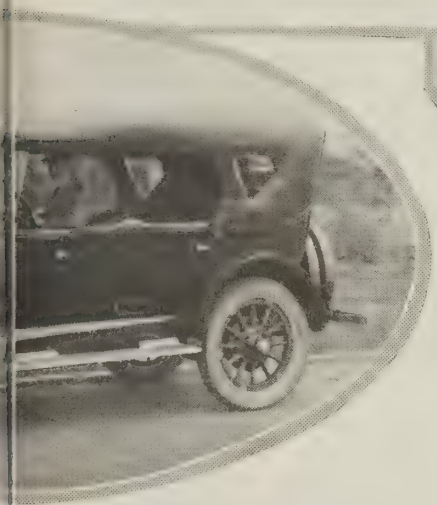
n these pages

"Since 1919 I have owned four Buick cars," writes Dr. E. N. Yackee, of Paris, Illinois. "You cannot beat Buick; my 22-Six-48 is a wonder"

With his four-passenger coupe, Dr. A. H. Thornton, of Edgemont, South Dakota, is very much pleased. He says that it is the easiest riding car he was ever in

"In taxi service I have operated my H-Six-49 Buick 40,000 miles and it runs today as well as it did when new," says C. J. Noznisky, of Kennett Square, Pennsylvania



les registered against it and still runs
klahoma Farmer-Stockman, Oklahoma
days in the year and find the
nomical"

This is the third Buick owned by Dr. W. S. Miller, of Palatka, Florida, who has found that Buick meets his requirements in helping him with his wide practice

"This is my third and latest Buick," writes Dr. Hugh Beaton, of Danville, Illinois. "The Special Six Roadster is a beauty"

-passenger Buick cars recently
Company, of Johnson City,
stand up under hard service

"I have owned nine automobiles; five of them have been Buick cars (I have two at this time)," writes Dr. G. W. Allaman, of Atchison, Kansas. "I find that Buick gets you there and brings you back, and you have some pleasure on the way. It is the best car for the money that one can buy"

"In our K-Six-45 we traveled 1382 miles through eight states without any sign of trouble," writes William H. McGowan, of Reading, Pennsylvania

This is the seventh year that E. H. McClung, of Ironton, Ohio, has owned Buick cars

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the Woods Motor
from whom he bought
would give him the
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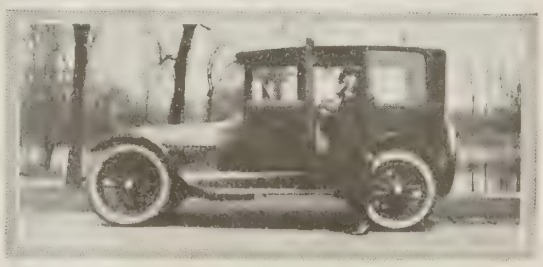
VALVE-IN-HEAD Buick MOTOR CARS

For five years Mrs. William G. Michelman, of Baltimore, Maryland, has been driving a Buick and she has never had anything more serious to contend with than a puncture

"We have never had a car with a performance so continuously satisfactory, or that returned so many miles per dollar invested in cost and upkeep as our Buick coupe," writes W. F. Harrah, president of the National-Standard Company, Niles, Michigan



"I have driven my Buick sedan since March, 1917, and due to its good service and dependability, my brother has just purchased a Buick Four coupe," writes Miss Hortense L. Pfaelzer, of Chicago

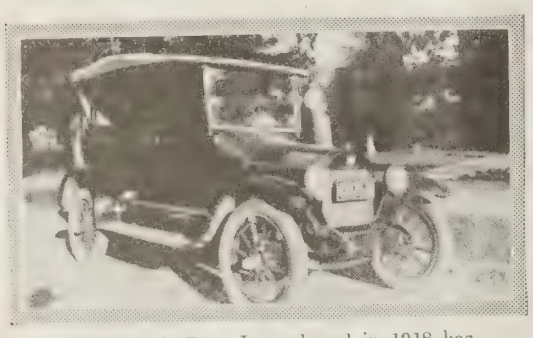
# New Buick Four Continues to Maintain Reputation

THE new Buick Four has established itself firmly as an important part of the complete line of Buick Valve-in-Head motor cars.

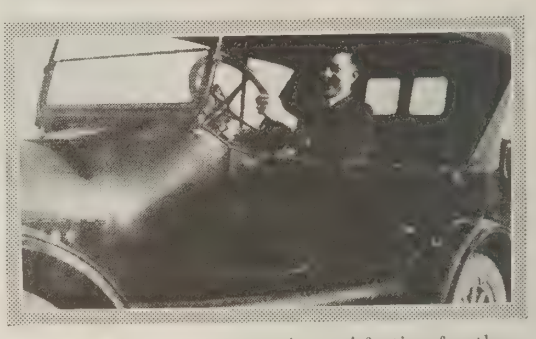
During the year it has proved to its builders that it is a car for which there is an unprecedented demand and to its owners that it is a vehicle of genuine worth and value. It has aided materially in maintaining Buick reputation, which has developed largely from the successful performance of Fours in other years. The experiences of owners are told on these pages

"MY 1911 Buick Four is giving wonderful service," writes J. C. Wagner, of Beloit, Kansas

THIS 1910 Four served Fred Bierbaum, of McGregor, Iowa, so well, he bought a new one

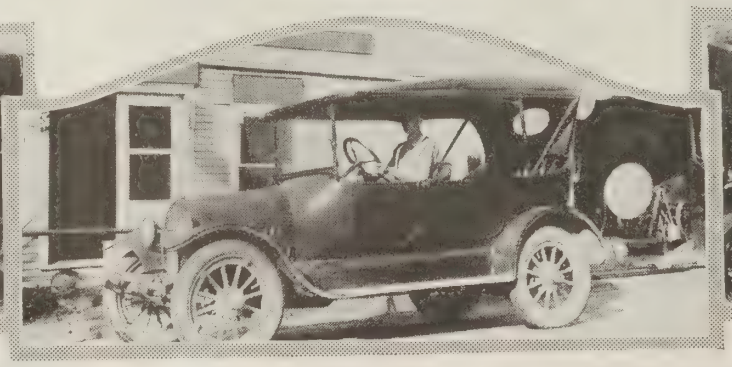


"THE Buick Four I purchased in 1918 has given me entire satisfaction; it has been mighty inexpensive to operate," writes M. A. Littlefield, of Kewanee, Illinois

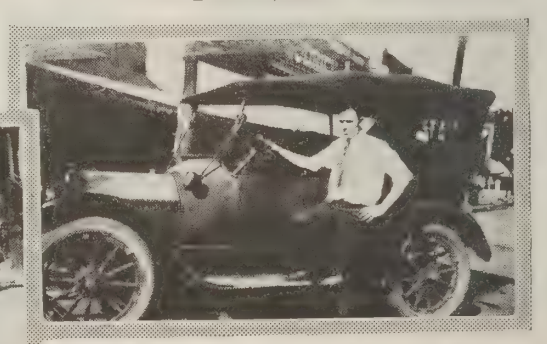


"I WISH to express my entire satisfaction for the service rendered by 1917 Buick Four; its efficiency has been marvelous," writes August Myers, of Defiance, Ohio

THIS Buick, owned by Elmer Williams, of Mattoon, Illinois, has given the best of service since 1913, when it was purchased

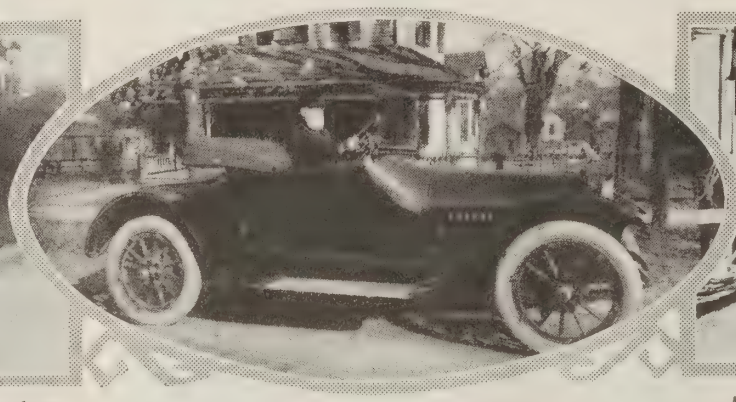


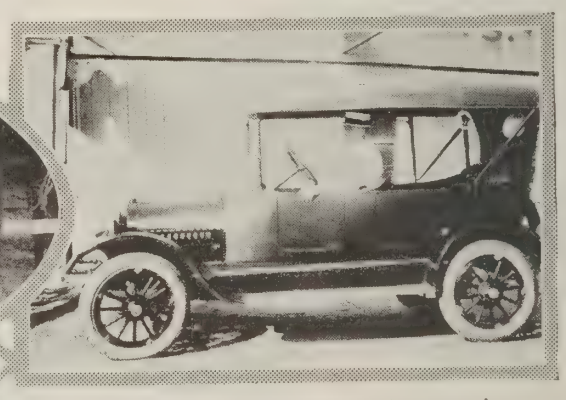
IN every respect my 1916 Buick Four has been true Buick," says F. L. Askins, of Centerburg, Ohio



THIS D-FOUR-35 is still serving Mercedes Hoag, of Mattoon, Illinois, who praises its low operating expense, reliability and ease of handling

"IF you plan a trip, it's a comfort to know you have a Buick to travel in," writes Albert H. Weaver, Wilmerding, Pennsylvania



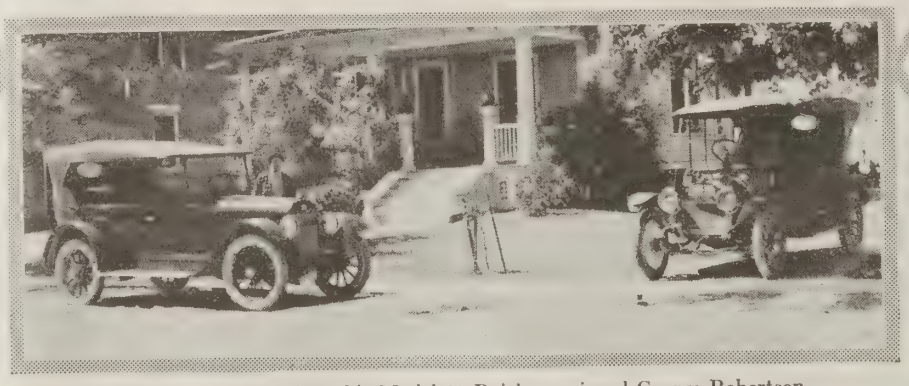


ANOTHER Buick Four that has been serving faithfully is this one owned by S. H. Sutton, of Centerburg, Ohio

### Ninety-one and a Buick Driver

THE first automobile owner in Ray Country, Missouri, Paul Wertz, of Richmond, began with one of the early two-cylinder models. His second car was a 1910 Buick, which he drove until 1915, when he purchased the roadster he still drives. Mr. Wertz, 91 years old, is probably the oldest active motorist in Missouri and is decidedly emphatic in praising Buick qualities

"ROAD and weather conditions make no difference to my Buick," says H. L. Mayewski, of Byron, Illinois, in commenting on the performance of his car



NINE years' service from his Model 25 Buick convinced George Robertson, of Romeo, Michigan, that only another Buick would render the performance to which he was accustomed. Both cars may be seen in the illustration

IN 1910 Henry Jungblut, of Elkhader, Iowa, began using this Buick Four on a mail route, covering 90,000 miles in the first six years. The car runs like new today

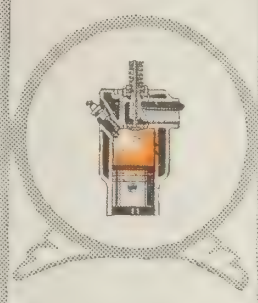
# for Serviceability Made by Fours of Other Years

"Bought my Four in 1913, and have driven it all over the country without any trouble," writes Fred Quast, of Fremont, Michigan. Mr. Quast is at the wheel

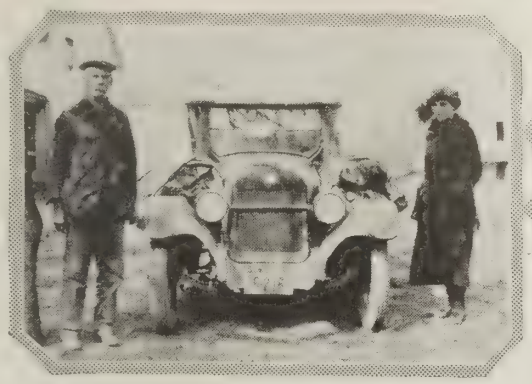
"My 1922 Four roadster, without a doubt, is the most satisfactory car I have ever driven," writes E. L. Carmody, of Pittsburgh, Pennsylvania

Repair bills on this Buick Four of 1915 with a mileage of more than 100,000 miles have not exceeded $30, according to the owner, B. B. Smith, of Beloit, Kansas

"Our 1917 Buick Four has taken us twice to Florida, once to South Carolina, once to Cape Cod, and across the continent," writes F. W. Simmons, of Cleveland, who will receive a new Buick on returning from Europe



"I have driven my E-Four-34 roadster 50,000 miles in four years and its performance has satisfied me in every respect," says Deputy Game Warden Dotzert, of Romeo, Michigan

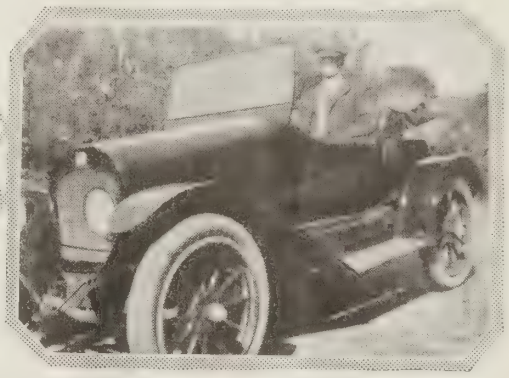


"I got so much for my money when I bought my Buick that I cannot say enough for it," says John Coleman, of Red Wing, Minnesota

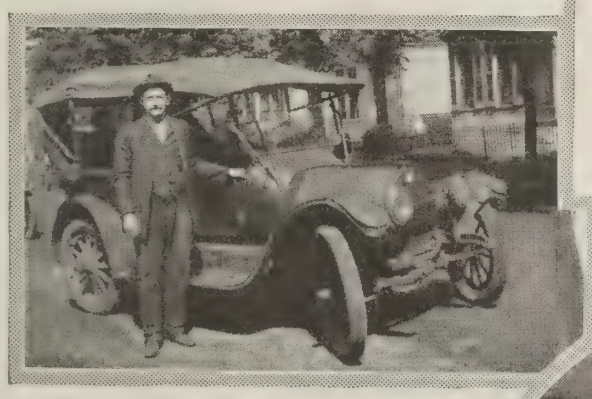
## Something of a Revelation

"My Buick Four has proved something of a revelation," writes C. E. Colton, of Detroit. "I have for some years driven a much larger car and I will confess that I expected a four-cylinder car to be disappointing in some ways.

"I find, however, that my Buick Four furnishes me all the power I desire, has 'pep' to spare, rides comfortably, has an unexpected degree of flexibility and that I can reduce my acquaintance with gasoline filling station attendants very materially"



Originally a Model 10, this Buick built over after ten years' service by Charles Carlson, of Sheffield, Pennsylvania, illustrates the quality of Buick construction



"This 1914 Buick Four has traveled more than 75,000 miles and its mechanism is practically as good as new," writes W. E. Graham, of Louisville, Kentucky

"My 1915 Buick Four is still in good condition and I could ask for no better car," writes W. H. Downs, of Shelbyville, Illinois

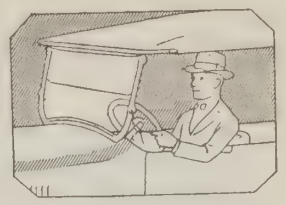
Purchased in 1914 by George C. Davis, of Roanoke, Virginia, this Buick Four has traveled so far that it has worn out two speedometers

Here are seen the first and latest Buick cars owned by O. W. Townsend, of Hastings, Nebraska, a 1909 Buick Four and a 1922 Buick coupe. Mr. Townsend has owned seven other Buick cars

Since 1909 this Buick has been serving John Buttolph, of Perrington, Michigan, who says that repairs have not amounted to more than $30

# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars



## Don't Neglect Lubrication

IN the summer months the motor car is called upon by the average owner to carry a heavy burden. The car not only acts as an efficient transportation agent in connection with the owner's business but it must also serve the family in the evenings, on week-ends and through vacations, as the principal factor in providing a change of scenery and atmosphere.

It is well to remember at this season, when as a rule the automobile is being pressed harder than at any other season, that special attention must be given to the lubrication of working parts and to the supply of water in the cooling system. It takes very little time when a car is in almost continual service to run up mileage and there should be no disposition on the part of the owner to overlook the things which are essential to the satisfactory operation of the automobile.

In the warm weather oil should be drained from the motor crankcase and replaced with fresh oil regularly. In the case of new cars just purchased from the manufacturer, it is suggested that oil should be changed at the end of the first 500 miles of driving. It has been found very satisfactory by many Buick owners to change the oil in the crankcase every 800 to 1000 miles in the summer months and every 500 miles in the winter months after making the initial change on the completion of the first 500 miles of driving. The oil supplied the motor should be a good grade medium or light medium mineral oil. This oil should be used exclusively in the motor lubricating system, for valve rocker arms, distributor and generator bearings, spring seats, and for small joints not otherwise provided with lubrication, such as spark and throttle rods, brake rods and the like.

In connection with the transmission it is not advisable to use too heavy an oil. A good grade 600-W lubricant should be used, keeping the transmission case filled to the level of the opening at all times. This insures proper lubrication of the universal joint which is virtually an integral part of the transmission. When the transmission is supplied with a good grade of oil, there is a flow of oil from the transmission case through the bearings to the universal joint and back to the transmission case.

*Everybody knows*
*Valve-in-Head means Buick*

The rear axle should be properly lubricated at all times. The differential housing should be kept filled to the opening with a good grade 600-W lubricant. The lubricant used in both transmission and the rear axle should be a high grade mineral oil. It is believed that it gives much better lubrication in such places than most of the so-called "gear grease."

The lubrication of the tie rod bolts, starter sliding gear, brake shaft, brake camshaft, steering connecting rod and wheel hubs should have attention regularly. It is of particular importance that the clutch release bearing be lubricated regularly because of its constant use in coasting, changing speeds and traffic driving.

The grease used during warm weather should be a high grade grease consisting of a homogeneous mixture of mineral oil and pure lime soap. It should be free from acids and other adulterations, of a soft nature yet have a sufficiently high melting point to prevent free flowing when warm.

Too much emphasis cannot be placed upon the necessity of careful and regular lubrication.

## "Like Having the Prettiest and Sweetest Girl in the World"

THANKS to my good fortune in getting one of the first Special Roadsters, for here I am up in the Berkshires, roaming around New England, and having the best tour in the best car I've ever had," writes Percy T. Griffith, of Stamford, Connecticut.

"This is my fourteenth year motoring in Buick cars. I have traveled more than 100,000 miles in them. I have twice owned other cars, as well, but have dropped them out and found one Buick better than owning two cars at once. If I went back to keeping two cars, one of them would be this Buick Roadster, and the other a closed car for the wet and cold season, and for carrying guests.

"Perhaps you'd like to hear how the Special Roadster is behaving, or are you, like myself, so used to Buick cars running O.K. that you just take it for granted? My last Buick, after 40,000 miles, would carry 12 people up a good hill, and with less, it would do 55 miles an hour, on a straight road, despite its age.

"I don't know how to begin about the Roadster. It's like having the prettiest girl in the world who happens also to be the sweetest and best natured. The car is so strikingly beautiful, it attracts so much attention, people stop and look at it, and turn and look at it, and turn and look back at it, that you feel like speaking first of its artistic, graceful lines, its snappy shape and style, its color-scheme, at once conspicuous and reserved, aristocratically daring and refined.

"Then you have to speak of its comfort. It is finely upholstered, springs are first class; it's like sitting at ease on a Turkish divan; the distances, the measurements, the handiness of everything, all seem worked out by a silent hand and mind which says in each convenient and comfortable line and facility, that this car must have been specially made for the very one who is driving it.

"But after saying all this, you've left out the best and most important. You just have to begin with the motor. It is easy running. It has great power. It starts off in a way that tells the experienced driver that here is a car that is built right, and has its power there at the start. It throttles down very low, it picks up as fast as you can step on it. It is adjusted beautifully. Takes the hills like all Buick cars, and that's saying it all. You can run on high through traffic that daunts the timid. You can let some greenhorn dash madly and illegally right across your path, the Roadster answers her brake like a flash, and you can let her back to full speed again without touching the gear shift.

*Authorized*
*Buick Dealer Service*

EVERY BUICK Valve-in-Head owner is entitled to and will receive prompt and efficient service —the kind that will insure him the uninterrupted use of his investment. No matter where you go, there is a Buick branch or a Buick dealer close at hand prepared to give you intelligent attention.

"I wouldn't think of trying this fine car out for speed until after a few hundred miles, but it gives every indication that, just show it a clear road ahead, smooth underneath you, and the sun bright above you, and open it up wide, and this Beauty-Roadster will show its pretty heels to all.

"Your equipment on this car is superb; everything about it makes the old hand at touring say, 'This is all just what I want in a car and on a car; just what I'd build, just what I'd put on it.'

"And speaking of touring, I've been through the East, I've motored in the West, and in the South; I've gone over roads like a mirror, and roads that you could tell were roads by the fact that there weren't any trees on them. But wherever you go, town or city or village, you'll usually find a Buick service station, and it will either be the best service place there, or one of the best. And should any trouble strike you from rough roads, neglect, accident, etc., your Buick man can usually put his finger on the cause in one minute, and on the needed part or remedy the next minute.

"But this is the easiest-going tour I've ever had; the new car must have been designed by someone whose motto was 'Handsome is as handsome does.' You'll laugh when I tell you that this car removes one of the little items of interest in a tour. You know how one will idly watch the cars he passes, and say 'There's a pretty one'; or 'There's something new and snappy,' etc. Well, after seeing this Roadster, and sitting in it and driving it, you haven't any eyes for others; they seem tame and ordinary by comparison.

"As I said at the outset, it's like having the prettiest and sweetest girl in the world; it does make all the other girls less interesting," concludes Mr. Griffith.

# Buick Fours and Sixes in the News of the Day

## *Buick Again Wins Yosemite Trophy*

IN one of the hardest early-season runs ever attempted, a Buick again won the honor of being the first car to reach the floor of the Yosemite Valley after January 1. A 1922 Four, driven by representatives of the Howard Auto Company, of San Francisco, made every foot of its way through blizzards and snow on its own power without the aid of ropes or other tackle

HERE we see Mrs. Z. Kathleen Ayers and the 1922 Buick Four coupe in which she covered the run between San Francisco and Portland in 22 hours and 43 minutes, which is the fastest time recorded between the two cities, beating the fastest train by five hours and 47 minutes, and the best previous motor car record by three hours and eight minutes. The coupe was a stock model and its fast time over 725 miles of all sorts of roads proved that sturdiness, stamina and power are standard Buick qualities.

Mrs. Ayers is chairman of the California Federation of Business and Professional Women's Clubs. Her drive was checked in and out by Western Union representatives

WITHOUT special equipment, adjustment or preparation, a 1922 Buick Four was recently turned over to H. T. Hays, superintendent of service stations, the Standard Oil Company, for an economy test run. After the car had been driven 1,000 miles, covering a period of 51½ hours of constant driving, it was found that exactly 32⅞ gallons of gasoline had been consumed, giving an average of 30.4 miles per gallon. The route called for all kinds of driving and the car was operated by three different men under official observation. The design and construction of the Buick Four motor and chassis combined to make this achievement possible

JUST by the way of showing that the Buick car works under the most adverse conditions, Claud McGee, of the Howard Auto Company, Buick distributers in Oregon and California, packed a 1922 Six motor with snow and ice up in the mountains and let it freeze solid.

After the motor had been absolutely ice-encased for four hours, it was turned over by the starter and "caught" in eight seconds, timed by a watch in the hands of an official observer. As soon as the car was taken on to the open highway, shift was made to high gear and the car, with its motor still encased in snow, climbed the mountain to Crown Point.

This unusual accomplishment was made possible by the automatic heat control which provides perfect vaporization at all speeds

CITY firemen of Flint, Michigan, wanted to find out if a Buick motor would run under water, so they drove a Buick to a corner hydrant, removed the hood of the car and played a stream from a big fire hose full on the unprotected motor. In spite of this giant shower bath, the motor kept purring away on all cylinders, demonstrating the staying qualities of the Buick motor and ignition system

WHILE Marshal Joffre was in Seattle on his tour of the United States, he was entertained at the home of Samuel Hill, where this view of the Marshal about to enter a Buick sedan was taken. It was indeed fitting that the Marshal should enjoy the completeness of Buick transportation

DRIVEN by Leonard and Henry Rothschild, starting from Santa Barbara, California, this Buick roadster recently completed a tour of 9,750 miles, which took it twice across the continent and ended in Los Angeles. The Rothschild brothers encountered no motor trouble and no expense except for gasoline, oil and tires

# Buick Dealers and Their New Sales Buildings

IT is worthy to note that Buick dealers are growing with Buick prestige. Everywhere one sees the signs of progress—new buildings, improved equipment, increased facilities, better co-operation with owners—all of the things that make contact with dealers a source of pleasure and of appreciation of the benefits accruing from Buick ownership

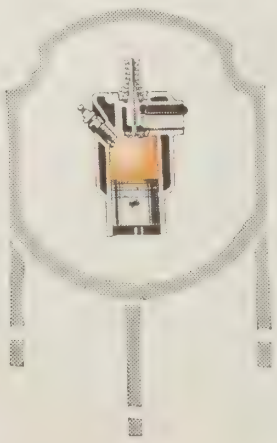
HERE we see the new Lafayette Street showroom of the I. R. Gardinier Motor Company, of Utica, New York, and also a reproduction of the architect's drawing for the salesroom and service station now under construction in Genesee Street. The new building will be one of the finest in appearance in western New York and its appointments for sales and service will be the last word in completeness

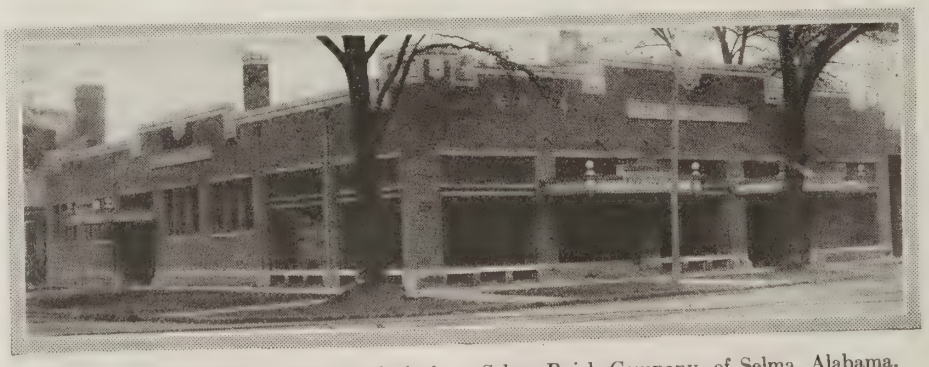
ANOTHER dealer whose increased business has warranted larger and finer quarters is the Tanner Buick Company, of St. Joseph, Missouri. This view shows the sales and service building just completed. It is splendidly equipped to render the service for which the nation-wide Buick service organization is so well known

IN Gary, Indiana, the Fifth Avenue Garage, Inc., by adhering to strict business principles and co-operating with Buick owners to the fullest extent, has gained distinction and prestige in its community. The modern sales and service station has a strategical location

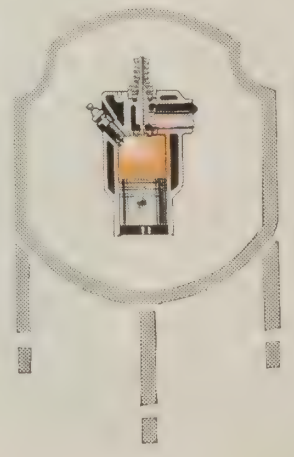
THE importance of a good location for a dealer's establishment was clearly illustrated when in one day after the Ross Automobile Corporation, of Syracuse, New York, moved to their new salesroom, seven Buick cars were sold. It is not so much a question of telling motorists why they should buy Buick cars as it is one of letting them know where the cars may be purchased

JUST how the standing of the Buick car and the progressiveness of Buick policies attract men of ability is evidenced in the dealer organization at Sioux Falls, South Dakota, with E. A. Robar as president; W. K. Rierdon, vice-president, and F. V. Best, secretary and treasurer—men who have made names for themselves in the automotive field. The view shows their attractive building





THIS attractive building, devoted exclusively to Buick interests, is a tribute to the business enterprise and vision of R. T. Jones, Graham Melvin and Clarence Agee, who make up the Selma Buick Company, of Selma, Alabama. Like dealers in so many of the other smaller cities, the Selma Buick Company is prepared to serve owners in keeping with Buick policies



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AUG 31 ...

# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

AUGUST 1922 FIVE CENTS A COPY

*Fortified by twenty years of successful manufacture and backed by a reputation of equal length, Buick has come to be regarded by most motorists as the standard of comparison*

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

Subscription rate, Fifty Cents per year.
Mailed under third class permit.

E. T. Strong, *Managing Editor*

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Flint, Michigan, U. S. A.

Vol. X No. 8 August, 1922

# The Renewal of Mrs. Pixley

*by*

Grace Sartwell Mason

LONG silence fell between the two women in the wicker veranda chairs. The younger of them was a plump, carefully dressed matron, with an unhappy expression that sat oddly on a face intended by nature to be serenely contented. Her companion had a canny, bright, old eye which she turned intently on her guest.

"Well, now, Emma Pixley, you may just as well tell me what is the matter."

Mrs. Pixley's lips quivered. "Today is my birthday, Aunt Cordelia!"

"Good lack!" her great-aunt cried. "I've had seventy of 'em, and I'm not shedding a tear. What did Henry give you this time?"

She stopped abruptly, for Emma Pixley had dropped her face between her hands and between her niece's sobs Aunt Cordelia gathered that Henry had actually forgotten her birthday!

"There now, Emma, I don't see any reason to take on so. He never forgot before."

"Never before, and we've been married fourteen years!" came in a muffled moan from Emma Pixley, as she dabbed at her eyes.

"But," cried Aunt Cordelia, "how do you know he is not out somewhere now fixing up something for a surprise?"

"No!" cried Mrs. Pixley, tragically. "He and Bob are playing ball—at the Jardines!"

A look of amused understanding came into Aunt Cordelia's face. Her shrewd eyes began to gleam and she gave a quick glance at Emma's bent head, and craned her neck to look at a certain white house whose back garden she could see across two vacant lots.

"Emma," she asked; "do you ever go with Henry and Bob to the Jardines?"

Emma stiffened a little. "Of course, I've been once or twice. Mary Jardine is always asking me to come, but an evening over there gives me a headache. How she can stand the noise of her own boys and half the neighbors, I can't see. I shouldn't like to have all my rugs kicked up and the furniture disarranged as it is in her house. I couldn't stand it, and my Katie would leave!"

"And a good thing, too!" murmured Aunt Cordelia; but Emma did not hear.

"Today it all came over me," Mrs. Pixley went on, "I'm just the one that keeps the house. Now that Bobby is old enough to be company for his father they're always, always off together at ball games, walking, hunting, or—or at the Jardines."

The old lady moved impatiently in her chair and fixed a bright eye upon her niece. "Whose fault is that, Emma? What is your idea of a good time?"

Mrs. Pixley looked reproachfully at her great-aunt. "You know I've always tried to be a good housekeeper. Even with Katie I'm busy from morning to——"

"Yes, yes, I know. Your house is speckless, and as for that Katie of yours—she's a Reign of Terror. But what do you do for relaxation?"

"Well, I have a club or two," Mrs. Pixley admitted reluctantly, "bridge, you know, and a luncheon club and the civic club."

A reflective silence ensued, and then the old lady suddenly smiled as she turned toward her companion:

"Emma, I'm an old woman. I've had brothers and three sons—and I was much older than you are before I learned something about men which would have saved me a lot of fuss and worry if I'd known it earlier." Mrs. Pixley looked keenly expectant. Aunt Cordelia's face wore an impish expression, as she whispered: "They never grow up!"

Mrs. Pixley regarded the older woman as if she suspected a loss of mind.

"It's true, Emma Pixley. You see, women grow up, and they insist on treating their husbands as if they are grown up, too. Down at the bottom of them there's a big chunk of boy, and when it gets the upper hand of the man, then we women are uneasy. We cry, or sulk, or get mad, according to the way we're made; but we all, with one accord, do our best to break him of being a boy."

Mrs. Pixley leaned back in her chair and regarded the other with bewildered, angry eyes. "I believe you're taking Henry's part, Aunt Cordelia! When you know how hard I've worked to make him a comfortable home and to bring up Bob. And when I only ask that they don't treat me as an outsider—"

"But you are an outsider," said Aunt Cordelia bluntly. "You're more of an outsider than Mrs. Jardine over there—now, don't flare up, Emma! You want Henry and Bob to enjoy themselves in your way. And what is your way? Clubs and committees and maybe a formal dinner. Henry hates them all! Emma, could you walk six miles 'cross country if you wanted to?"

Mrs. Pixley stared. "Good gracious, no! I haven't walked like that for years!"

"Yet, when you were first married, Emma, you and Henry used to tramp over hill and dale," the old woman let her glance rest on Mrs. Pixley. "You're getting too plump. In three years you'll be fat."

Mrs. Pixley sat rigidly upright, staring ahead of her, digesting this ruthless frankness. But there was good metal in Emma Pixley, and a sense of humor. She blinked twice; then she leaned toward her Aunt.

"How does Mary Jardine keep her figure?" she asked.

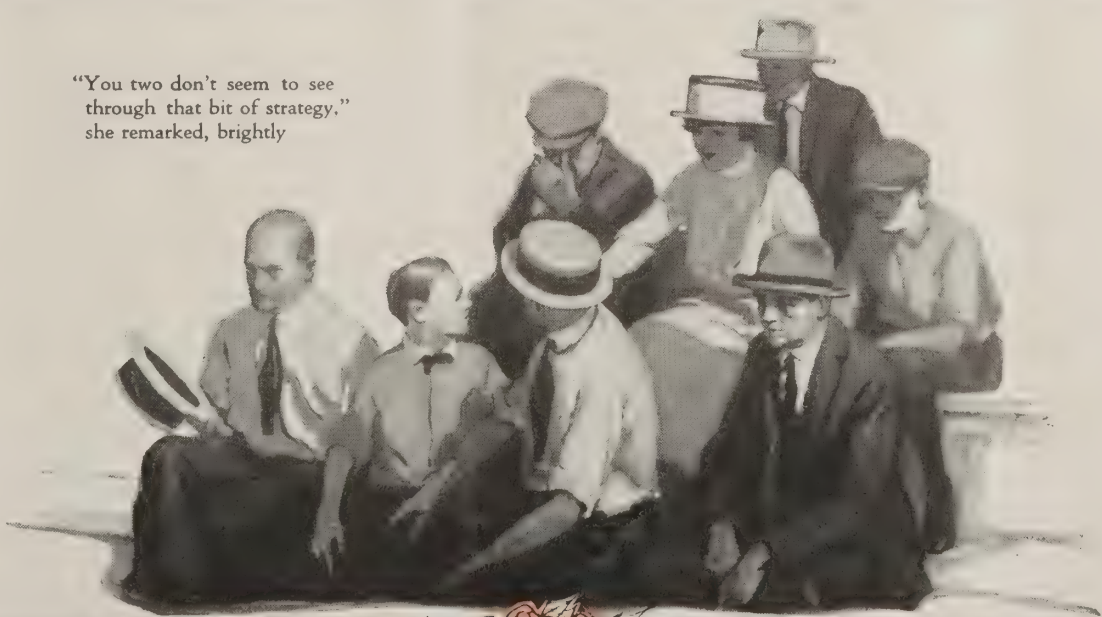
"Mary Jardine has never got into a rut," declared Aunt Cordelia; "Good lack! The trouble with half the women I know is ruts. They let their bodies get fat and stiff, and their minds get the same way. And then they wonder why their husbands and sons have one set of interests and they have another. Now Mary Jardine's sons and her husband adore her, because she doesn't insist upon their being grown up all the time, and she hasn't forgotten how to play. Heavens—here's the whole out-of-doors to be well and happy in, and we sit at home and do embroidery and get fat!"

"There's a lot in what you say," Mrs. Pixley admitted. "I am getting fat and stiff, and I'm not forty. Mary Jardine is only a year younger than I am . . . I wonder . . ."

"I must go," she said hastily. "I think you've helped me—anyway, I've got a new thought. Good night."

She walked homeward with a step which betokened abstraction. Before she reached her own street her step had grown decisive, her manner alert, and as she opened her front door she wore a quiet but meaningful smile.

It was only two days later that Mrs. Pixley might have been seen coming out of a room on the top



"You two don't seem to see through that bit of strategy," she remarked, brightly

floor of a downtown office building. Her face was flushed and warm, her coiffure was arranged with somewhat less than its usual primness; her laughter was in her eyes as she looked back at the door behind her on the frosted glass of which was boldly inscribed:

MICHAEL REGAN
*Physical Trainer*

The next morning, half an hour before the rest of the family was awake, Mrs. Pixley, clad in a bathrobe, crept up the attic stairs. The big airy room was profoundly silent. She drew the window curtains a little closer, and then, with an embarrassed face, she began to wave her hands about; one two-three, one-two-three.

As she began her exercise she felt it was ridiculous and scarcely "nice" for a plump matron, rather short of breath, to be prancing about, even before blind walls, but when she had wriggled and waltzed and walked on her toes for twenty minutes, and waved a reckless Indian club for ten more, suddenly she realized that she was enjoying herself. She leaned out of the attic window for a breath of the sweet morning air. "Why, it's fun!" she said to herself. "But, oh, how I'm going to ache tomorrow!"

And ache she did; but from Mike Regan's hands Mrs. Pixley emerged toward the end of the summer a made-over being. There was not an ounce of flabby flesh left on her; she could run and climb a hill without panting for breath; she rose in the morning with the spirit of twenty-one. But only her attic walls, the open country and Mike Regan witnessed the rejuvenating process.

* * * *

It was the height of the baseball season. Her Henry and the twelve-year-old Bob talked the jargon of the diamond at breakfast and dinner; and every Saturday afternoon they left her for the field of battle. Watching them off one day she had an inspiration.

She chose a day when she knew Henry to be chained at the office and Bob a-fishing. She wore a thick veil and a shame-faced air, as she stumbled up to her seat in the grandstand.

Her first surprise was the number of women like herself who were scattered throughout the grandstand; her second the number of men like her Henry who ate popcorn and eagerly scanned the score card. Then, after a while, she forgot to shrink back; the game was beginning to get lively.

She saw the ball go shooting low across the field; she saw a long-legged batsman loping around the diamond. The entire grandstand rose at him, begging him with groans and wild entreaties to run faster.

"Dear me!" said Mrs. Pixley, "I wish I knew who he is and what he's trying to do."

"Aw! Dat's Jonesy, an' he's tearin' off a three-bagger!" shrieked a voice in her ear.

She looked down in astonishment at a boy who was turning himself into a human windmill in the seat next to her. "You seem to know all the players by name," she remarked. "Why did all the people groan when the little bowlegged man stepped up to the bat?"

"Because that was Micky Dolan—an' th' was two out!"

She shook her head. "I don't understand."

The boy turned reproachfully upon her. "Say, don't you know Micky? He's the weakest batter on the team. Hang to the bag, Jonesy! Kelly's got his eye on you! Hang on to the—oh! aw! come in! Now—now—oh, get down, get down, Jonesy! There! Safe! Wasn't that a bear?"

"Boy," said Mrs. Pixley, "I can't make head or tail to all that, but I want to. Here's a quarter for you if you'll tell me all you know about the game."

The boy turned an amazed countenance upon her. "Say, ain't you never been to a ball game before?"

"Never," admitted Mrs. Pixley; "but I've got to find out all there is to it."

"I'm on," said the boy confidently. "I'll put you wise."

When she parted with her instructor after the game it was agreed that for a consideration in the shape of tickets he was to continue her lessons in the subtleties of the national game. Then she went home, inwardly pleased with herself.

Between her niece's sobs Aunt Cordelia gathered that Henry had actually forgotten her birthday!

At last there came a day in the early fall when it seemed to Mrs. Pixley that the time was ripe for disclosures. It was a Saturday afternoon. She watched Henry and Bob hurry away to be in time for the last game of the season; and fifteen minutes later she followed them. At the entrance to the grounds she met her faithful guide. As they climbed the tiers of seats, she looked around the grandstand until her gaze found her husband and son. Then she slipped quietly into a seat just back of them and Reddy followed.

Emma Pixley gave but a divided attention to the first part of the game because she was so amused at the situation she had created. She was wondering in just what way she should dawn upon her family's consciousness, when a clever bit of strategy on the pitcher's part gave her an opportunity.

With a man on third base and two men out, the mighty Louis gave the batter his base on balls. A groan of discontent went up from half the grandstand; the other half looked puzzled. Mrs. Pixley glanced at Reddy. He was hugging himself with glee.

"Get onto that!" he whispered. "He's lettin' old Martin take his base, because Mart's a hard hitter, an' it's Kelly that comes next. Kelly can't hit an easy fade-away ball, an' that's just what old Louis will hand out to him, see?"

Mrs. Pixley saw her Henry lean back with a face aghast. "I don't understand what's the matter with Louis," he said to his son. Mrs. Pixley leaned forward between them. "You two don't seem to see through that bit of strategy," she remarked, brightly.

If the ghost of his grandmother had appeared to him, Henry could not have looked more taken back. "Emma!" he gasped.

"If you don't watch out you're going to miss something," she smiled. "Kelly's coming to the bat—that is why Louis gave Martin his base on balls—watch Louis put Kelly out with an—an—easy fade-away ball."

"An easy fade-away ball," Henry repeated, mechanically, his startled gaze upon his wife's smiling face. "Emma, are you——? Do you feel right? How did you——?"

A thunder of applause drowned his voice. Kelly had got his fade-away ball, had found it his Waterloo, and the game was over. Mrs. Pixley's son turned upon her a face of respectful awe.

"Mother, how did you know?" he cried.

"Bob, this is my friend, Reddy," she said. "Henry, I think Reddy and I can tell you and Bob a few things about baseball, yet."

The two boys were grinning at each other; and Henry drew his wife's arm through his. He looked rather ruffled. "I think we had better go home," he said.

Mrs. Pixley proposed that they walk home. "It's only six miles 'cross country. I've discovered a lovely road—unless, of course, that is too far for you and Bob?"

The father and son exchanged glances. "Certainly not!" said Henry, stiffly.

They stepped off together, Mrs. Pixley with a swinging stride which was Mike Regan's pride. Henry kept up with her for a silent mile; then he said a trifle crossly:

"You may as well out with it, Emma. What are you up to?"

Mrs. Pixley reflected. "Well, you see, early in the summer I didn't feel so well, and the doctor said I needed a course of—of training. I discovered that ball games did me good, so I went quite often, with Reddy."

"But why didn't you tell me? You could have gone with Bob and me——"

"You and Bob never asked me, Henry."

Henry thought this over. "I never had an idea you would care for such things. You are always so busy with your clubs, and the house, and—say, won't Katie be mad if we're all late for dinner?"

Mrs. Pixley laughed. "She would be if there was any Katie. I've let her go. I made up my mind she made life a little too stiff for us all."

"Thank God!" breathed Henry.

Their eyes met; and Mrs. Pixley saw peeping out of his the Boy that had never grown up.

"Race you to the bottom of this hill," he grinned. She cast a glance about to see if anyone was in sight. Then she tucked up her linen skirt a little shorter.

Although Henry ran well for a man of sedentary habits, she could have beaten him by a rod—but she didn't.

"Where did you learn to run?" he panted, as they waited at the bottom of the hill for their astonished son to overtake them.

"Do you think Mary Jardine can run as well?"

"What on earth has Mary Jardine to do with it?" he inquired, blankly.

She smiled an inscrutable feminine smile. "Oh, I just wondered. Come along—you dear *Boy*."

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

MOTOR car designing, or engineering, is divided into two main parts: the purely scientific or theoretical part, and the practical application of science to everyday service.

Expression of both may be seen in the Buick engineering department, which is one of the finest and best equipped engineering departments to be found in the automotive industry. In the strength of its personnel and the completeness of its facilities it is as distinctive as the 1923 Buick.

It is interesting to know that the same engineers who worked on the design of the first Buick Valve-in-Head motor car are still on the Buick engineering staff and that they again directed the work of designing each of the fourteen new Buick cars.

Year after year Buick engineers have carried on their research and experimental work, always progressing toward a definite goal. Each season has seen the benefits of their ceaseless efforts reflected in the improved quality and character of Buick cars.

* * *

IN the engineering department different types of motors are tested out and the latest developments in engineering practice analyzed and studied. New types of clutches, transmissions, rear axles, steering gears are designed and tried, only to be found wanting. Other new features of design are developed and worked out successfully, to the benefit of Buick operation.

This work is all carried out behind the scenes, a hidden but none the less powerful force in the improvement of quality. But, important as it is, this work is only the starting point in supplying individual transportation to the buyers of Buick cars.

Common sense demands that the form this transportation should take be the form that is most convenient and serviceable to the public. The engineer is concerned not merely with designing a workable and dependable mechanism from a scientific standpoint, but one that is convenient, economical, simple in operation and capable of fulfilling the requirements of average use, with a safe margin of power and strength to meet emergencies in the hands of Buick owners.

That is no simple task. It exacts of the engineer, not only great skill in the technical branches of his profession, but an intimate knowledge of the conditions encountered by drivers in varying climates and altitudes, on open roads and city streets, on hills and grades and level plains, alone or with passengers.

And that is why each Buick engineer is a specialist, working under the direction of the chief engineer. One designer concentrates on the clutch, another on the spring suspension, another on the rear axle, and so forth.

* * *

THE task of designing the motor is greatly simplified. The Buick Valve-in-Head principle has stood the test of time and use, while close cooperation between the Buick designers and manufacturing heads has resulted in a wonderful development of its possibilities, expressed in the fullest measure yet obtained in the Buick cars for 1923. The designers' task is to construct a motor that will handle the maximum load it will have to carry economically and with ease, incorporating such improvements as the previous year's experience and research have developed.

The same general plan is followed in designing all other parts of the car.

When the general layout of the chassis is completed, the various manufacturing executives are invited in to inspect the constructions suggested, from a manufacturing standpoint. Many of these men are graduate engineers and all of them are experts of recognized authority in their fields.

* * *

FOR example, the executive in charge of the pattern department and foundry inspects the drawings for the castings and either approves them or suggests changes that will secure the same result and yet make the foundry work simpler and easier to handle. The forge expert looks at the forging designs to see if there is anything he can suggest that will result in improvements in the dies. And so on through the entire corps of production heads. The net result is a vast saving in time and money, which of course reflects itself in the ultimate selling price of the car. It is impossible to lay too much stress on this Buick practice, which takes advantage of the experience of the officials in every department.

The sales department, also, figures largely in the designing of Buick cars, not from an engineering standpoint, but from that of supplying the public demand. For the building of a successful motor car is, after all, a business proposition and as such can succeed only in proportion to its ability to interpret the wishes of the buying public. The sales department, through its constant contact with Buick dealers and through them with Buick owners and prospective owners, is in a position to learn the needs and wants of the motoring public.

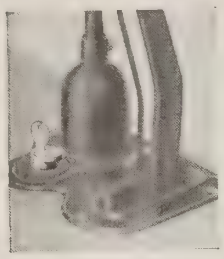
The Buick sales department is concerned with the distribution of dependable transportation. Its prime duty is in the selection of suitable representatives in cities and towns all over the world, and the fitness of these representatives is not determined entirely by the number of cars they sell annually. The big determining factor always is the capacity of such representatives for rendering service. Good motor cars plus good service mean dependable transportation.

* * *

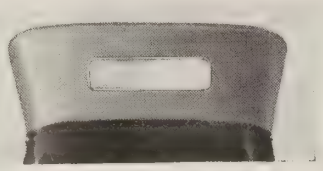
SO the framing and execution of policies to the end of supplying dependable transportation is the big work in which the Buick sales executives are engaged, because the reputation of the local dealer is a reflection of what his customers think of him and of the commodity he represents. If he sells dependable transportation, in the sense of a good product plus good service, he is building a solid future for himself and for the Buick car in his community.

A uniform Buick service policy has been adopted and is in force universally among the dealers. The maintenance of this vast service organization is the work of the sales department. Beginning with the big Buick parts factory at Flint, where parts for the Buick models built in past years are manufactured with the same care and precision as parts for the latest and finest Buick cars, Buick service receives personal supervision right down to the smallest town in the country.

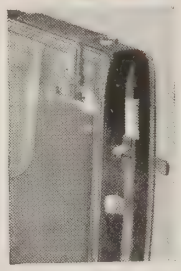
The mutual understanding between the factory and the dealers is a valuable asset, appreciated by all concerned.



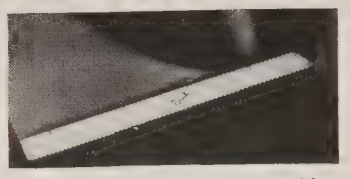
Gear shift lock used on Fours; similar type on Sixes



The new type rear glass window used on all Buick Sixes for 1923



Metal jam plate and dovetail on doors



The attractively etched threshold plate on the Sixes for 1923

This hood fastener prevents rattles on Buick cars

# New Buick Cars for 1923

NO single season in recent years has seen so many improvements in Buick cars as the present one; and never has the Buick line been so complete.

Here is a double advantage for the purchaser of a motor car. Among the fourteen fine vehicles that bear the Buick nameplate for the season of 1923, there is a range of selection and a mechanical excellence that insures the utmost of satisfaction.

Buick has long stood apart among motor cars. For twenty years and more Buick has been the world's leading exponent of the Valve-in-Head principle of motor design, and Buick cars have been everywhere respected for their marked power, endurance, long life and economy.

The present season is one of exceptional progress, for it brings with it changes so general that they improve the operation, or the comfort, or the convenience of every unit in the car, from the engine to the smallest details.

All of these changes are well-considered and have their origin in sound engineering. The engine, for example, is fitted with longer pistons and connecting rods, adding to the smoothness and long wear for which the Buick engine has always been noted. A new rear spring suspension has been devised which is undoubtedly the highest development of the cantilever type yet achieved. The frame, the transmission, the rear axle, the brakes, the bodies and their equipment, each shows the hand of the skilled designer by some new and valuable features.

The insurance companies have rated all fourteen models as Class "A" fire risks, because of the safety of their electrical and gasoline systems and have materially reduced the theft insurance rates. This means a big saving in insurance premiums over cars not so rated; it also indicates the close attention to detail that has been paid to these Buick cars for season of 1923.

When Buick reputation was first established many years ago, it was based upon the manifold merits of Buick four-cylinder cars. For many years thereafter, four-cylinder cars were the sole products of the Buick Motor Company, and during that period a vast reservoir of experience in the building of such cars was stored up.

That experience has borne its fruit in the fine Buick four-cylinder cars of today, and it is with no small pride that the Buick Motor Company places these five highly developed models in the hands of motorists.

Their leading characteristics may be summed up in a few words: They are extremely simple in design and operation; they are genuinely economical from every standpoint; they are both powerful and reliable; they are generous in comfort and in roominess and are finished and equipped throughout with the best of materials and workmanship.

In other words, for the motorist who does not require a six-cylinder engine, the Buick Four leaves nothing to be desired.

As in the case of the six-cylinder models, the Buick four-cylinder cars have been redesigned this season, not merely in the sense of giving them a new appearance, but with the object of making them better and more efficient automobiles in every department of motoring service.

These changes begin with the frame, which has been entirely redesigned, and continue through the important mechanical units of the car, from an easier and simpler method of oiling the rocker arms to an improved method of driving the speedometer.

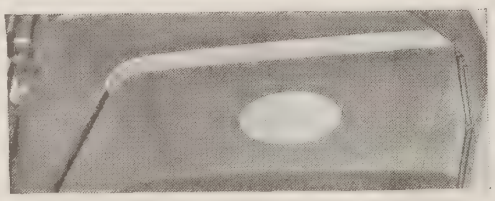
The body is larger and roomier, with lower lines and added grace of appearance. There are new and improved fenders, top, windshield, headlights, side curtains.

There is an improved spring suspension, new upholstery, improved dash equipment, new arrangement of seats, longer and lower steering column, and a number of other features that add materially to riding and driving comfort.

There is a transmisson lock to prevent theft which reduces insurance rates materially. Other improvements place the Buick Fours in Class "A" as fire insurance risks, securing for the owner lower insurance rates.

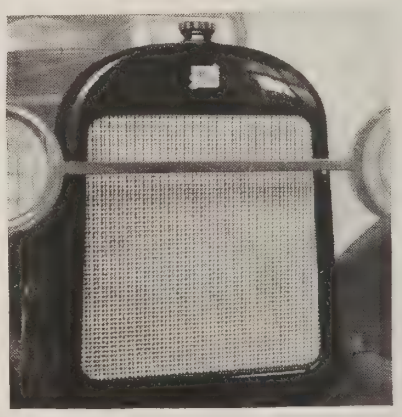
These are part, and only part, of the changes that apply to all four-cylinder models. Each model has its own special improvements, because each has been redesigned as a unit.

This is the new type of artillery wheel used on Buick cars for 1923, with its 12 strong spokes and its 12 hub bolts

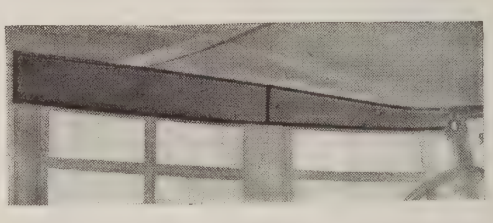


This view shows the type of rear top bow with which all open models are equipped. It is larger and stronger than before

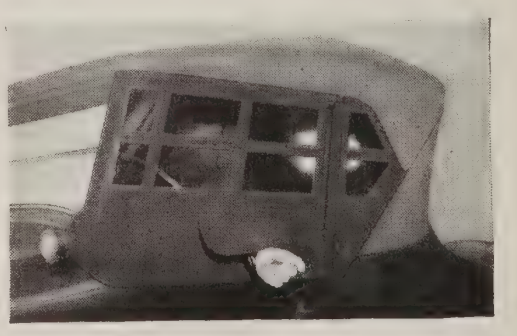
This is the general type of instrument board used on all the Sixes. It is both attractive and unusually complete



Higher and improved radiators on all the models for 1923 have enhanced the beautiful appearance of Buick hood lines



This weather strip, on the inside of tops for the six-cylinder open cars, makes them exceptionally wind and weather-tight



This view shows the improved side curtains used on all open models for 1923, with signal pocket for the driver

# Buick Improvements and Special Features for 1923

## *Six-Cylinder Open and Closed Models*

Insurance rating on all models materially reduced.
Improved cantilever spring suspension.
Longer wearing brake lining.
New design one-piece crowned fenders.
Transmission lock.
Cowl ventilator operated from instrument board.
Drum type headlamps.
Drum type parking lamps on cowl.
Nickeled scuff plates on running board.
Longer transmission control lever.
Windshield wiper.
Higher radiator with raised filler cap.
Radiator shell reinforced.
Improved type hood catches.
Larger close fitting rear fender wings.
Raised gas tank filler spout.
Nickel-plated gas tank filler cap.
Seat levels lower.
Steering wheel position improved.
Switch plate with glass face.
Hood line raised, improving appearance.
Body level is lower.
Heavy nickel-plated foot rest brackets.
High grade tonneau carpet.
Aluminum running board binding inside and outside.
Lower top.
Windshield adjustment nuts on inside.
Windshield brackets, new design.
Windshield posts anchored to cowl on open models through heavy rubber grommets.
Heavier door hinges.
Etched threshold plates.
Metal door jamb plates.
Improved doors and door dovetails.
"Hidem" upholstery binding covers all tack heads.
Larger padded door pocket flaps.
Padded door trimming.
Higher cylinder block of chilled semi-steel.
Cylinder bores honed.
Longer connecting rods.
Longer pistons.
Larger crankshaft.
Pressure feed to center main bearings.
Connecting rod and main bearings of special hard bearing metal.
Drop-forged main bearing caps.
Drop-forged clutch hub.
Close fitting clutch plates.
Covered oil troughs insure positive lubrication of pistons at all speeds.
Improved fan bracket bearing.
Oil holes with sliding covers in rocker arm dust cover.
Valve stem lubricating felts.
Combination aluminum and steel pushrods.
Positive lubrication front camshaft bearing.
Fan pulley drive improved.
One-piece fibre water pump packing.
Water pump shaft, new design.
Carburetor dashpot location changed.
Electric generator, new design.
Increased charging rate.
New type brush and brush holders.
Generator bearing oilers very accessible.
Silent over-running generator clutch.
Spiral teeth on starting gears.
Starter pedal tension spring.
Heavier body cross bars.
Heavier body pillar brace irons.
Heavier front and rear seat back rails with bolted joints.
Bolted body brackets.
Heavier and stronger door locks.
Body attached with more bolts.
Steering knuckle and steering arm bushings non-frictional.
Ball bearings on differential.
Larger heat-treated strut rods.
Larger heat-treated truss rods.
Heavier frame.
Larger radiator core support angles and core attaching bolts.
Front springs of new design and improved material.
Steering gear housing redesigned for improved lubrication.
Oil can on right side of motor for convenience.
Twelve hub bolts.

*The foregoing improvements apply to each of the nine six-cylinder cars, both open and closed body types*

### Model 23-Six-44
**Two-Passenger Roadster**

Flush type rear deck door.
Rear deck door lock.
Piped trimming at sides of seat.
Body trimmed under cowl.
Larger rear curtain light, nickel frame.
Lower top.
Extra wide rear top bow.
Side curtains with signal pocket for driver.
Larger brakes.

### Model 23-Six-45
**Five-Passenger Touring Car**

New style trimming on back of front seat.
Tonneau lamp.
Piped trimming on sides of front and back seats.
Lower top.
Extra wide rear top bow.
Body trimmed under cowl.
Carpet on heel board in rear compartment.
Leather-covered robe rail with nickel brackets.
Side curtains with signal pocket for driver.
Larger rear curtain light, nickel frame.
Larger brakes.

### Model 23-Six-49
**Seven-Passenger Touring Car**

Extra wide rear top bow.
Rear curtain light, bevel plate glass in nickel frame.
Side curtains with signal pocket for driver.
Rear vision mirror.
Easily adjusted sunshade attached to windshield.
Nickel binding around front and rear of top.
Whipcord top lining.
Wider rear seat.
New style trimming on back of front seat.
New auxiliary seats.
Gasoline gauge on instrument board.
New white-faced combination ammeter, oil and gasoline gauge on instrument board.
Nickel steering wheel spider.
Weather strip across top of windshield.

### Model 23-Six-54
**Three-Passenger Sport Roadster**

### Model 23-Six-55
**Four-Passenger Sport Touring**

Improved seating arrangement.
Specially constructed trunk rack and trunk, Model 55.
Special top material, combination leather and nickel binding.
Twenty-two gallon gas tank, Model 55.
Snubbers on front.
Nickel windshield posts.
Bevel plate glass windshield wings.
Back of front seat redesigned, more leg room in tonneau, Model 55.

### Six-Cylinder Closed Models

Lower body suspension.
Straight roof line.
Slanting windshield post.
Soft roof covering preventing noise.
One-piece body panels eliminating joints.
Rounded edge window frames.
New type door locks.
Rotary door handles easily operated.
Cowl ventilator.
Neater finish above instrument board.
Covered metal sunshade.
Round corner rear side windows.
Oval shape body moulding.
Anti-rattle window light construction.
Improved rear deck doors.
Lower seat levels.
Rear vision mirror.
Improved door hinges.
Higher grade trimming material.
New design interior fittings.
Heater in all closed models.
Nickel steering wheel spider.
Instrument board with white-faced combination instruments.
Clock on all closed models.
Shades on side and rear windows.
New arrangement of seats.
Special design rear seat arm rests, Models 47 and 50.

### Model 23-Six-41
**Five-Passenger Touring Sedan**

Rigid trunk rack and trunk.
Nickel guard rails on rear of body.
Twenty-two gallon gas tank with very accessible filler.
Plush trimming.
Large tilting front seats.

*The foregoing improvements apply to the specific models mentioned*

## *Four-Cylinder Open and Closed Models*

Insurance rating on all models materially reduced.
Redesigned bodies and tops.
Higher radiator with raised filler cap.
Higher straight hood line.
Longer cowl.
Lower top.
Kick-up type frame which lowers rear of body.
Easier riding springs.
Lower body level on all models.
Heavy one-piece crowned fenders.
Transmission speedometer drive.
Transmission lock.
Drum type headlights.
Drum type parking lights.
Rear curtain light, glass with nickel frame, Models 34 and 35.
Weatherproof curtains with signal pocket for driver, Models 34 and 35.
Longer transmission control lever.
New type hood catches.
Heavier windshield brackets.
New windshield with adjusting wing nuts on inside.
Rubber grommet between windshield post and cowl on open models.
Wide rounded rear top bow on open models.
Rubber bumpers on rear axle.
Oil holes with sliding covers in rocker arm dust cover for convenience in oiling.
Silent over-running generator clutch.
Switch with glass face.
Special switch button for cowl light.
Rear fender wings cover end of gas tank, no openings.
Oil can on right side of motor.
Valve stem lubricating felts.
Heavier front pillar brace irons.
Heavier front tonneau brace irons.
Heavier cross members to body sills.
More body attaching bolts.
Heavier windshield brackets.
Heavier robe rail.
Metal bumper plates on doors to prevent wear of rubber bumpers.
Heavier door locks.
Position of seats changed, more room and comfort.
Longer steering gear with lower position.
Generator brushes and arms improved.
Generator bearing oilers more accessible.
Drop-forged clutch hub.
Closer fitting clutch plates.
Heavier heat-treated strut rods.
Heavier heat-treated truss rods.
Longer wearing brake lining.
Heavier body brace irons.
Front seat back extended to floor.
Longer body with flush rear deck door on Model 34 Roadster.

*The foregoing improvements apply to each of the five four-cylinder cars, both open and closed body types*

### Model 23-Four-36
**Three-Passenger Coupe**

Extra large luggage compartment in rear deck.
Flush rear deck door.
Plush trimming.
Heater.
Extra wide doors.
New interior fittings.
Cowl ventilator operated from instrument board.
Aluminum steering wheel spider.

### Model 23-Four-37
**Five-Passenger Sedan**

Longer body.
Lower front seat.
Longer steering gear with lower position.
Cowl ventilator.
Aluminum steering wheel spider.
Plush trimming.
New style pockets in doors.
Shades on rear and side windows.
Pull-to handles on doors.
Adjustable rear side windows.
Heater.

### Model 23-Four-38
**Five-Passenger Touring Sedan**

Rigid trunk rack and trunk in rear.
Nickel guard rails on rear of body.
Cowl ventilator operated from instrument board.
Aluminum steering wheel spider.
Extra wide doors.
Large, comfortable, tilting front seats.
Plush trimming.
Ventilating windows in doors and side windows.
Dome light.
Heater.

*The foregoing improvements apply to the specific models mentioned*

# New Seven-Passenger Sedan Reflects Spirit of the Complete Buick Line for 1923

In appearance and in fact, the Buick seven-passenger Sedan for 1923 is a larger, lower and more beautiful closed car. The top line is lower than it was last year, and the body has been lengthened. This, with the 124-inch wheelbase, gives the interior roominess that is the first requisite in a seven-passenger Sedan and forms the basis on which many of the numerous improvements have been made.

Naturally, the increased length and decreased height improve the lines of the car immensely, and to these factors must be added the higher hood line; the whole combining to give a long, low effect that is fashionably correct.

The front seat has been moved back, giving more room in the driving compartment. The auxiliary seats have been rearranged to make more room for all passengers in the rear. All seats have been lowered and set at a more comfortable angle, with special arm rests and larger foot rest.

The upholstery is done in fine plush and the interior fittings have been refined throughout.

The body is Fisher-built and is not only more rigid, but is more luxurious than ever before. The instrument board has been rearranged and grouped in combination dials. All instruments usually found on closed car dashes are present, such as ammeter, speedometer, oil gauge, carburetor choke adjustment, combination ignition and lighting switch, in addition to a gasoline gauge, clock and a cowl ventilator adjustment.

On the windshield frame are mounted an efficient wiper and a rear vision mirror. The steering wheel spider is nickel-plated.

The front door posts are tilted to improve the general lines, the corners of the rear side windows have been rounded and the area of upholstered surface of the rear seat has been increased. A band of oval moulding encircles the entire body at the belt line.

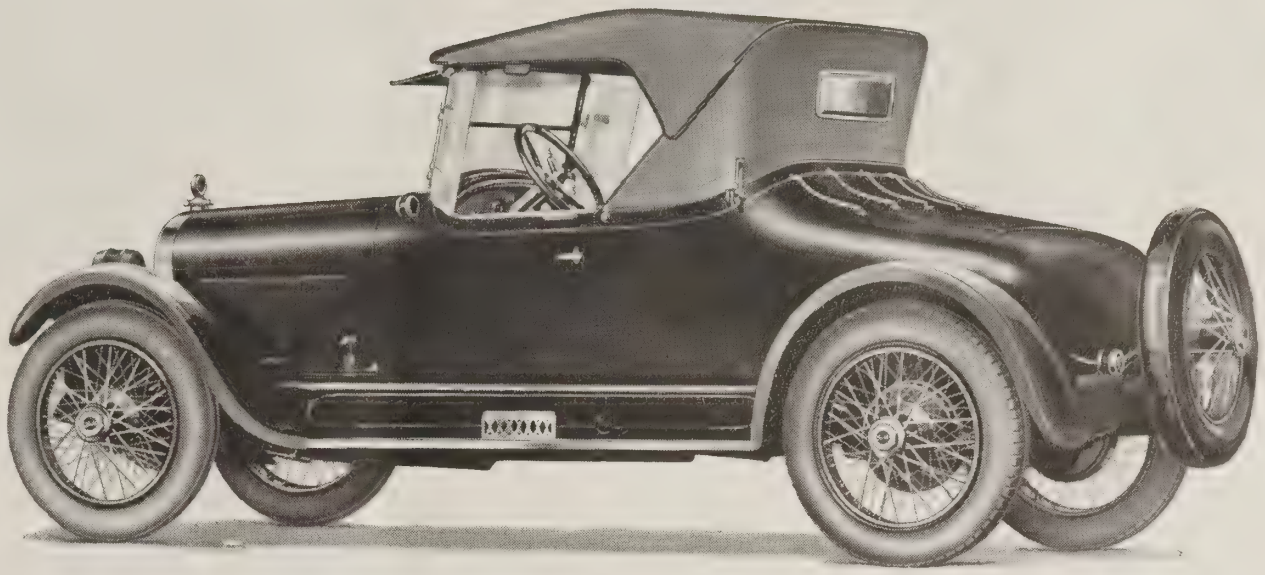
There is a new spring suspension of improved cantilever type, the main spring leaves being made of vanadium steel. The front springs have snubbers.

The large cord tires are 4½-inch section. On the gear shift lever is a positive theft lock, operated by the same Yale key that locks the lighting and ignition switch.

On the floor is a heater, easily turned on or off and adding materially to the comfort of this car in cold weather.

The roof is made of a new sound-proof material that is most effective in deadening all exterior sound waves and in preventing the drumming sound often encountered in closed cars. Many structural improvements have been made throughout the body, such as stronger reinforcements, the use of carriage bolts instead of wood screws in securing the frame, one-piece body panels and new type anti-rattle window light construction.

**Model 23-Six-50 Seven-Passenger Sedan**



## The Buick Model 23-Six-54—Three-Passenger Sport Roadster

Not in all of Buick's twenty years has there been a Buick Roadster so strikingly smart, so richly appointed, as the Model 54. This Sport Roadster is mounted on the largest Buick chassis with full 124-inch wheelbase, so that speed and power beyond the average are added to its list of merits.

No pains have been spared to make this Roadster fine. The most expensive embossed leather is used in its upholstery and it is finished throughout with skillful care.

The body, hood and wheels are richly painted, the sheet metal parts are finely enameled in black; the whole surmounted by a top of finest material.

The big, wide seat accommodates three persons. It is set comfortably low, with plenty of support at back and sides. Behind the driver's seat is a large storage compartment, with Yale lock, in addition to the luggage compartment under the flush rear deck door.

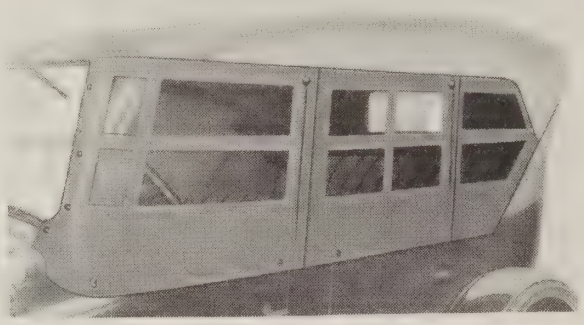
## The Model 23-Six-48—Four-Passenger Coupe

In size, in wheelbase, in accommodations for four passengers and in sheer performance ability, this Buick Coupe is most generous. Its wheelbase is 124 inches and it rolls on 33 by 4½ cord tires. It has the same powerful chassis as the big seven-passenger Touring Car and is as luxurious in appointments as the big Sedan.

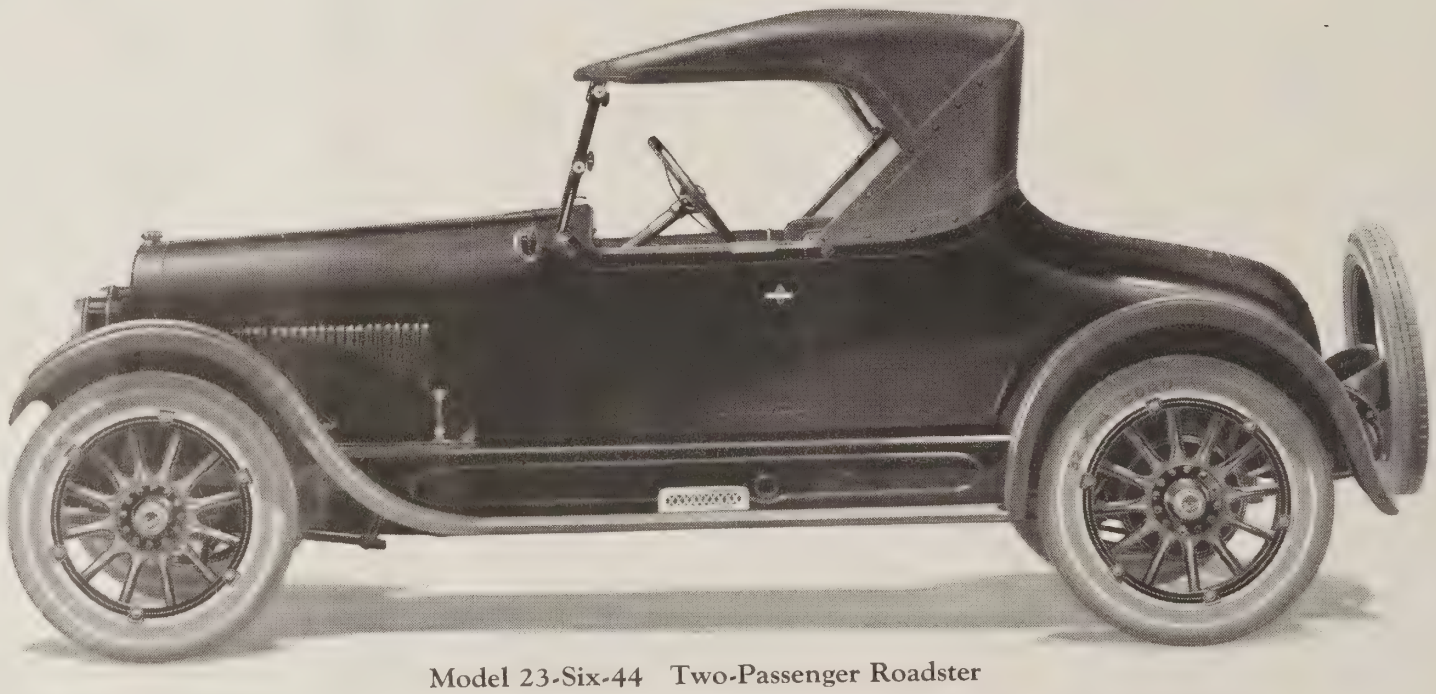
Redesigned throughout for the season of 1923, this Coupe presents many improvements that will appeal to the veteran motorist. These improvements begin with the frame, which is stronger and heavier, and end only with the smallest interior details.

This Coupe body is Fisher-built, with new structural features. The wide seat is set at a new and more comfortable angle and the same thing applies to the driver's seat. The auxiliary seat is of the latest type, folding away under the cowl until needed. Special arm rests are included.

*This view shows the flush rear deck on the attractive new Roadster for two passengers*

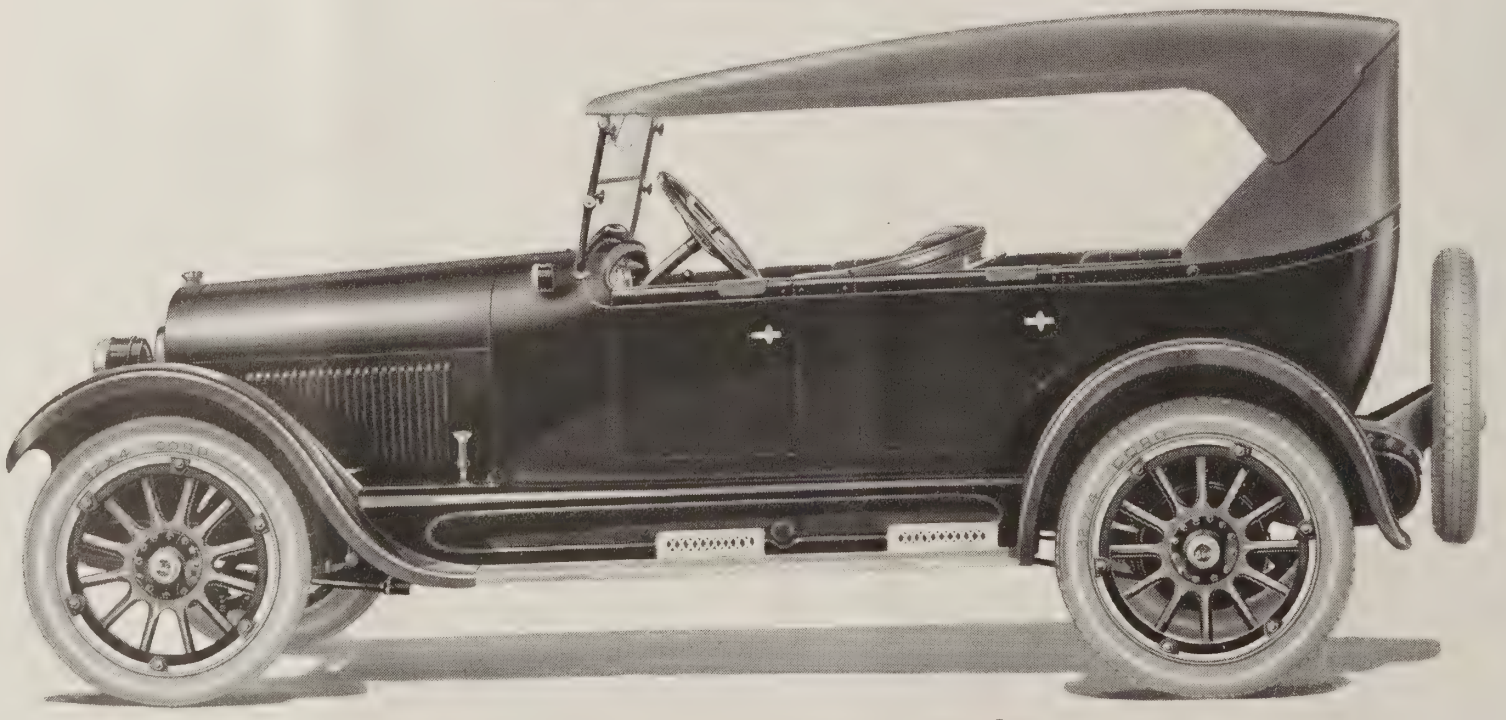


*Improvements in side curtains include split lights, increased visibility and attractiveness*



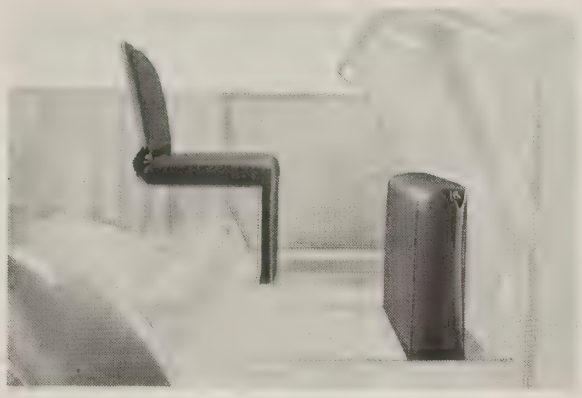
## Model 23-Six-44 Two-Passenger Roadster

Conservative in line and color, refined in every detail of comfort and convenience, powerful beyond the demands of service, this new Roadster is even more desirable than its predecessors, because it is a still better car in point of appearance and performance

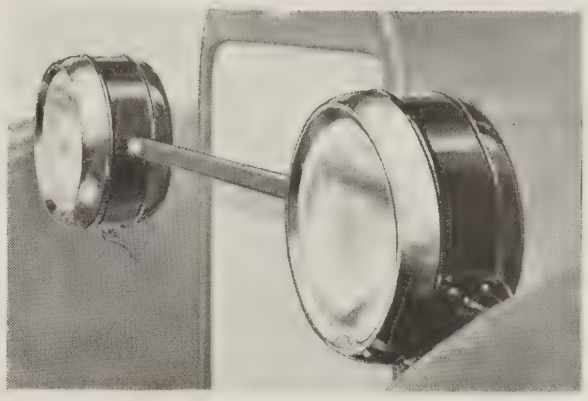


## Model 23-Six-45 Five-Passenger Touring Car

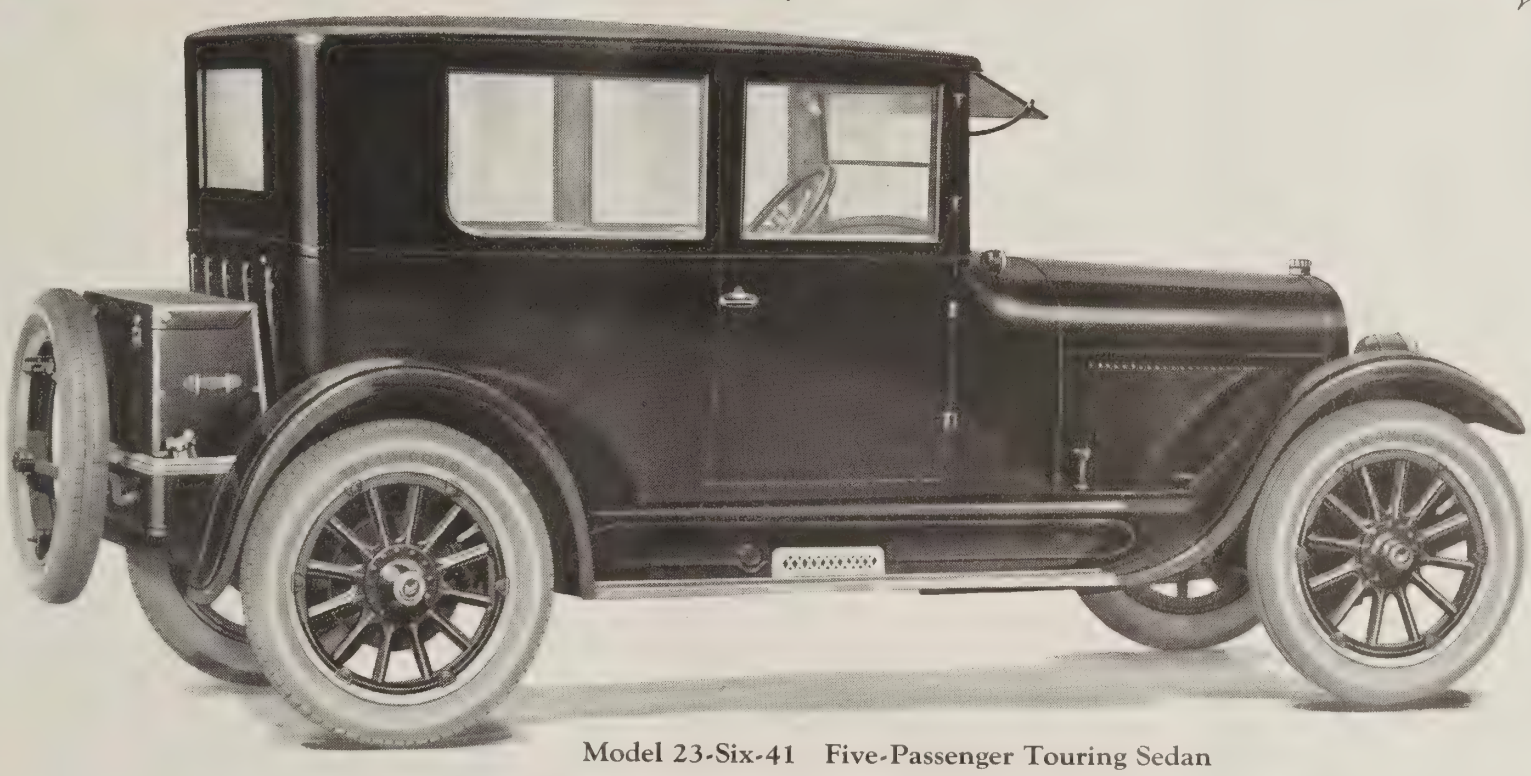
For this season, the Buick five-passenger Touring Car reaches the highest pinnacle of value that it has ever attained. Always mechanically fine, always positive in power and in action, this car may be singled out for its beauty, its convenience or its comfort



*The auxiliary seats of Model 49 fold away neatly and are exceptionally comfortable in use*

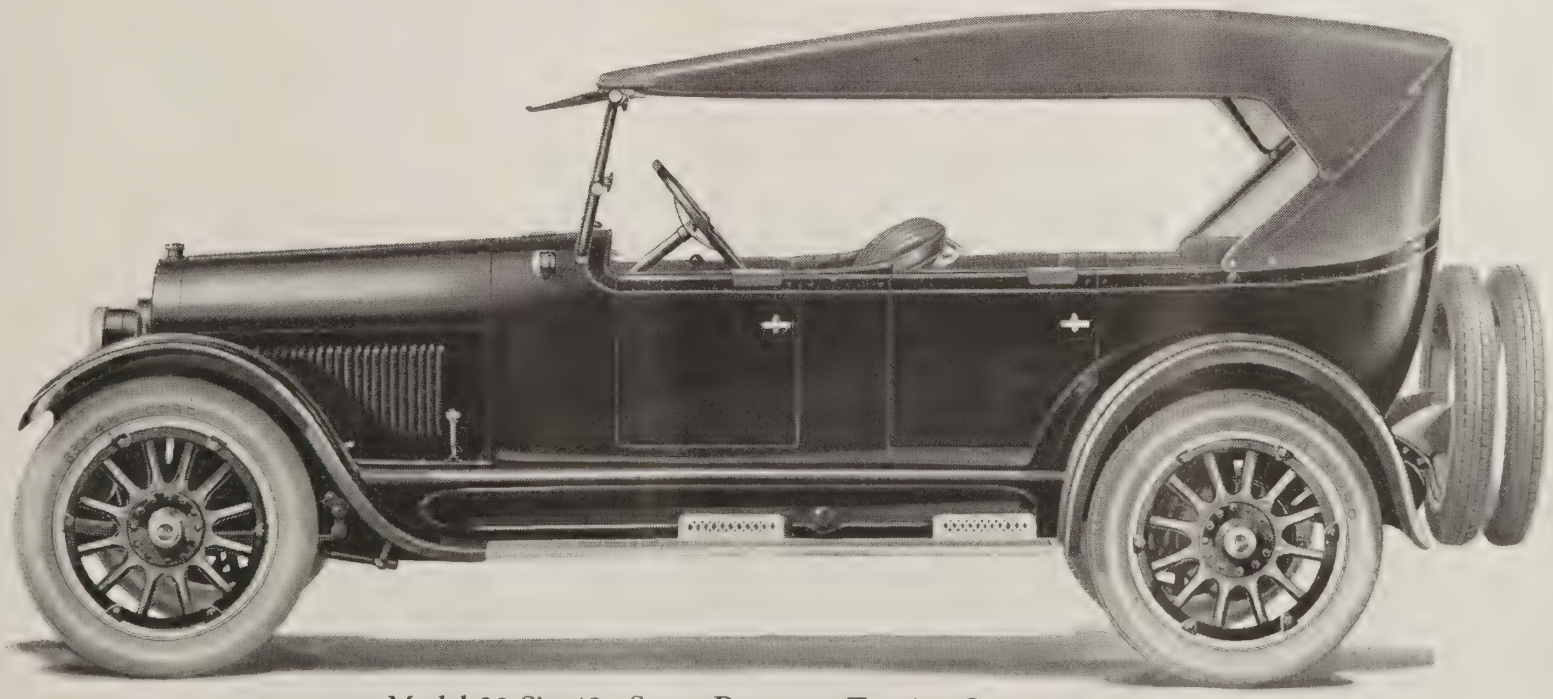


*Note the attractive drum type headlights with which all 1923 models are equipped*



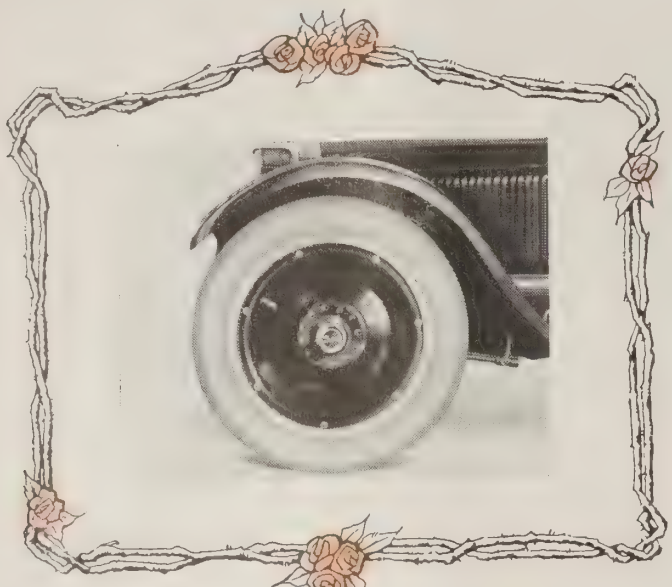
**Model 23-Six-41 Five-Passenger Touring Sedan**

HERE is the touring vehicle *de luxe*. In it you may travel in Pullman comfort, such as you have never enjoyed before, during long runs in a motor car. Every detail of its construction inclines to the demands of strenuous cross-country driving



**Model 23-Six-49 Seven-Passenger Touring Car**

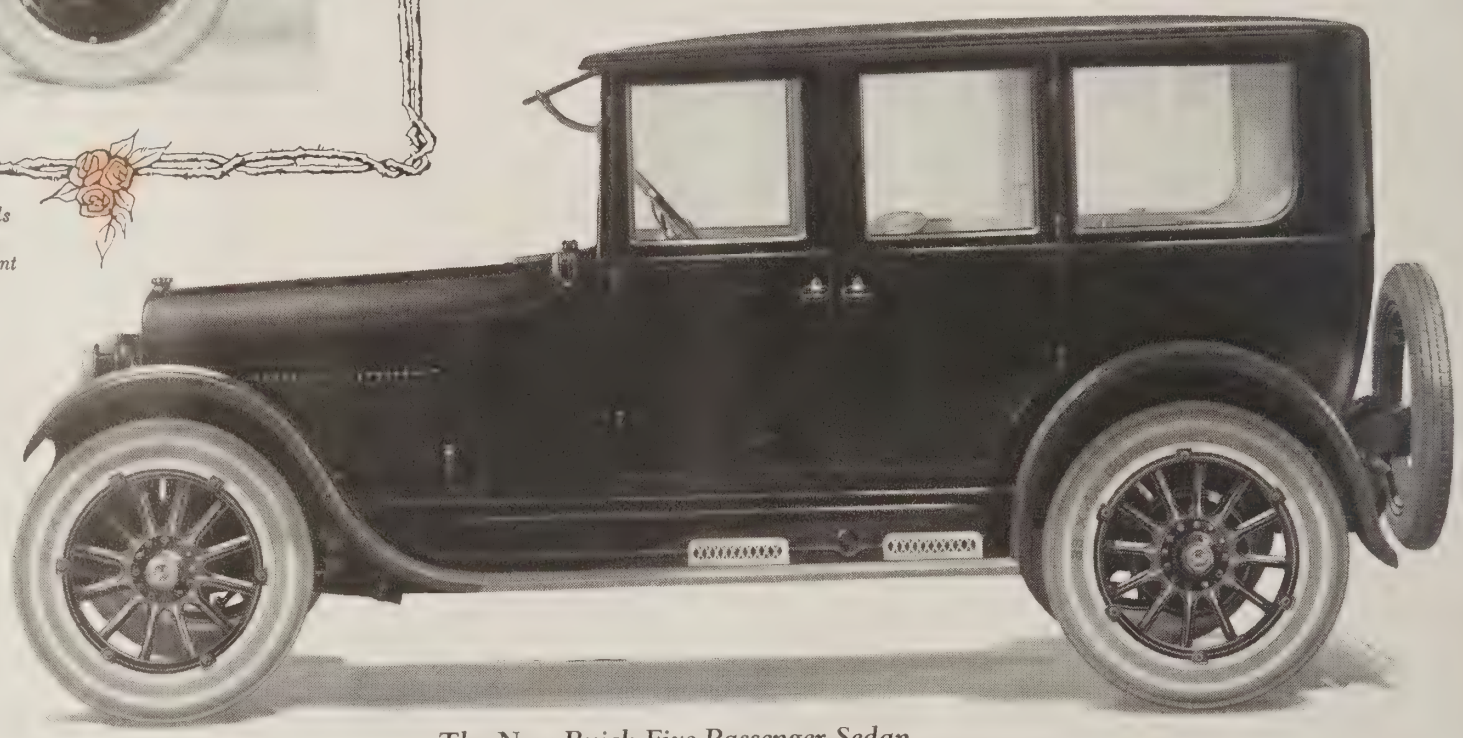
THIS new seven-passenger Touring Car shows decided refinement in appearance, roominess and power. Its exceptional wheelbase—124 inches—has been enhanced by decreasing the overall height of the car, so that it is long and low and beautiful of line



*Tuare steel wheels are furnished as optional equipment on closed and sport models*

### Model 23-Six-47 Five-Passenger Sedan

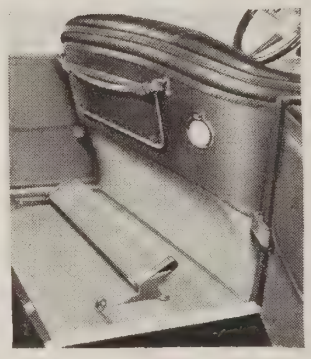
THERE is much to be said for the beauty of this closed car. With higher radiator and hood, new lowered body suspension, straight roof line, rounded-edge window frames, oval-section body moulding and slanting windshield posts, the lines are distinctive and harmonious. With these improvements and the mechanical advantages of Buick, the driver of this Sedan is the master of a vehicle replete with comfort, convenience and niceties



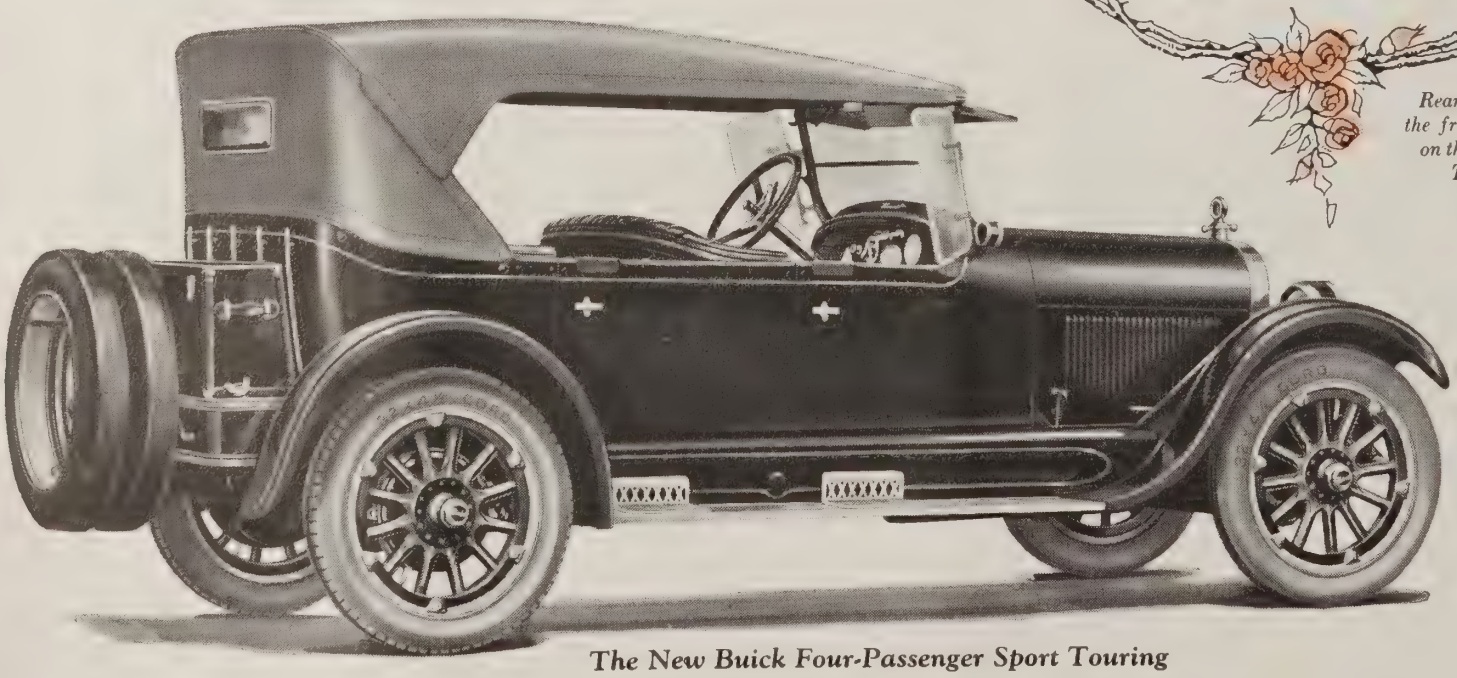
*The New Buick Five-Passenger Sedan*

### Model 23-Six-55 Four-Passenger Sport Touring

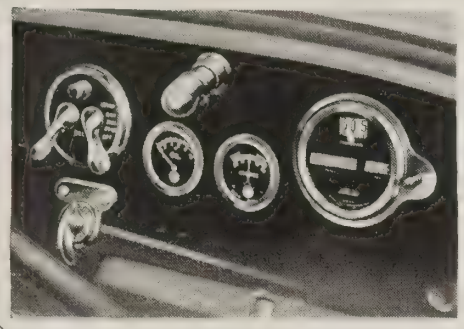
BEAUTIFUL in appearance, rich in contrasting colors, spirited and eager in performance, this Buick Sport Touring is the modern counterpart of the old-time tallyho. It is an outing companion of the finest sort, harmonizing in spirit and in purpose with the week-end trip, the cross-country run or the spin to country club or shore. Built on the big Buick chassis, its riding qualities permit speed, comfort and safety



*Rear view of the front seat on the Sport Touring*



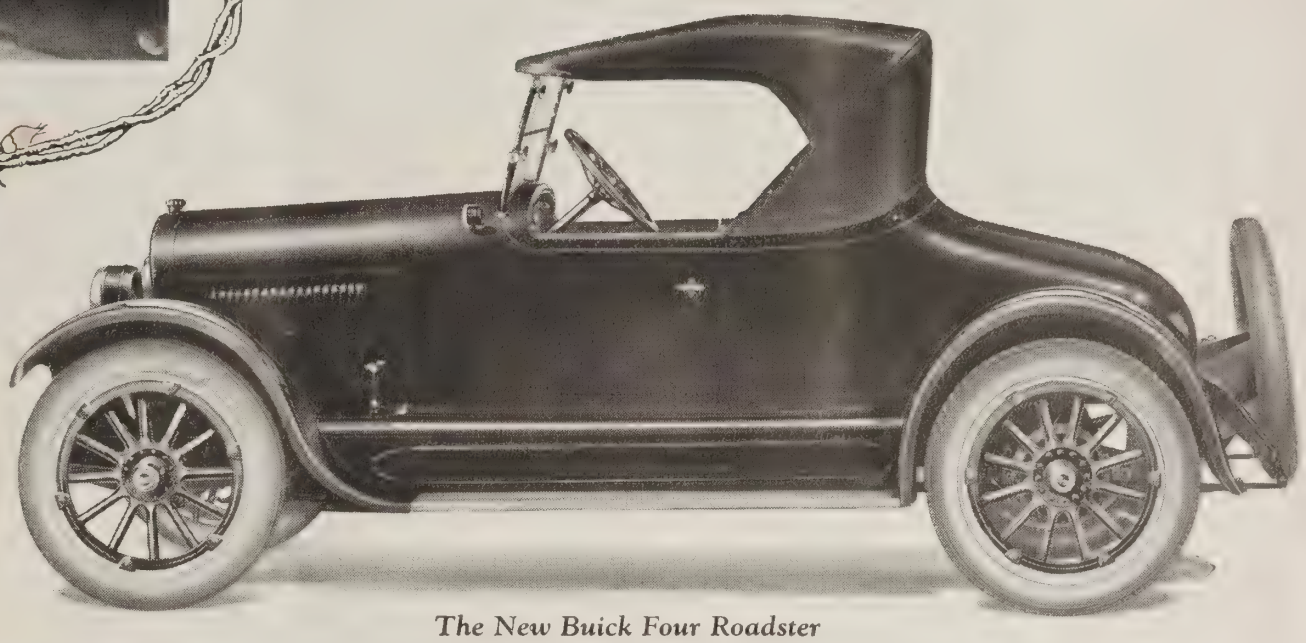
*The New Buick Four-Passenger Sport Touring*



*Showing the equipment on the instrument board of the four-cylinder cars*

### Model 23-Four-34 Two-Passenger Roadster

For the 1923 season, this Buick Four Roadster has been entirely redesigned. It has a longer and more graceful body, a lower and more shapely top, a higher radiator and hood line. There is little difference in the roominess and conveniences of this car and the Buick Six Roadster. It is an eminently practical Roadster, with the finest of four-cylinder mechanisms

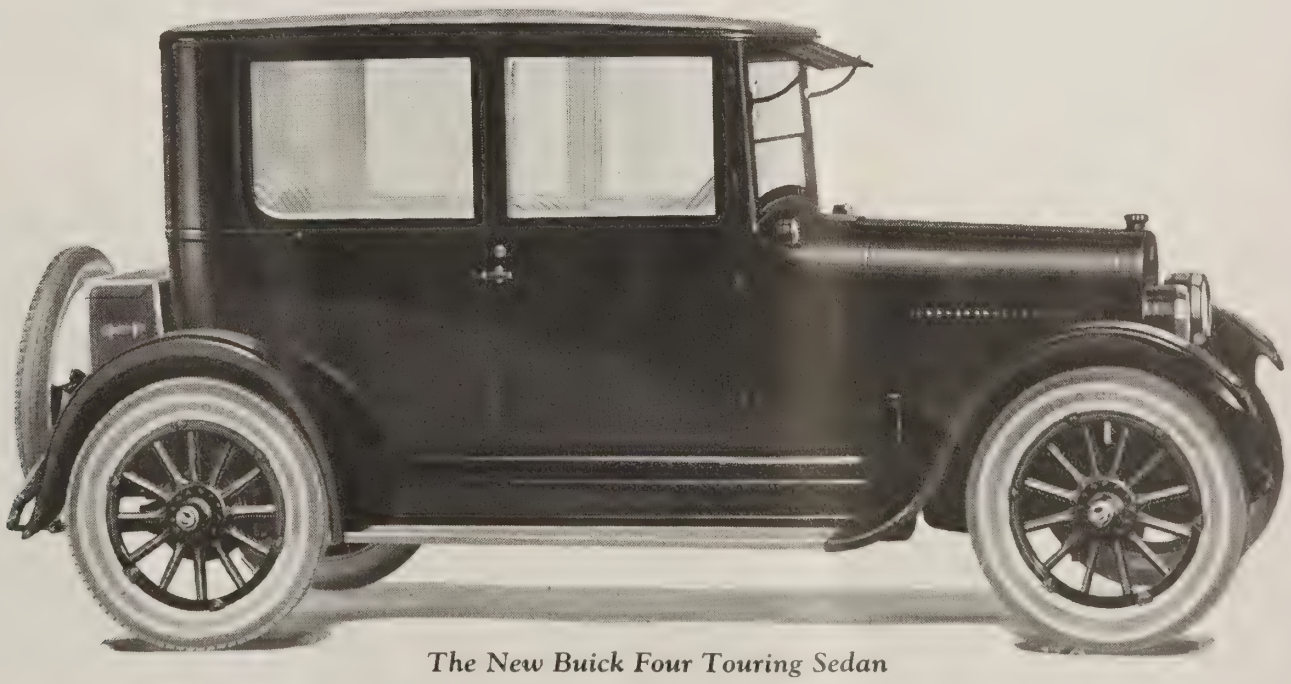


*The New Buick Four Roadster*

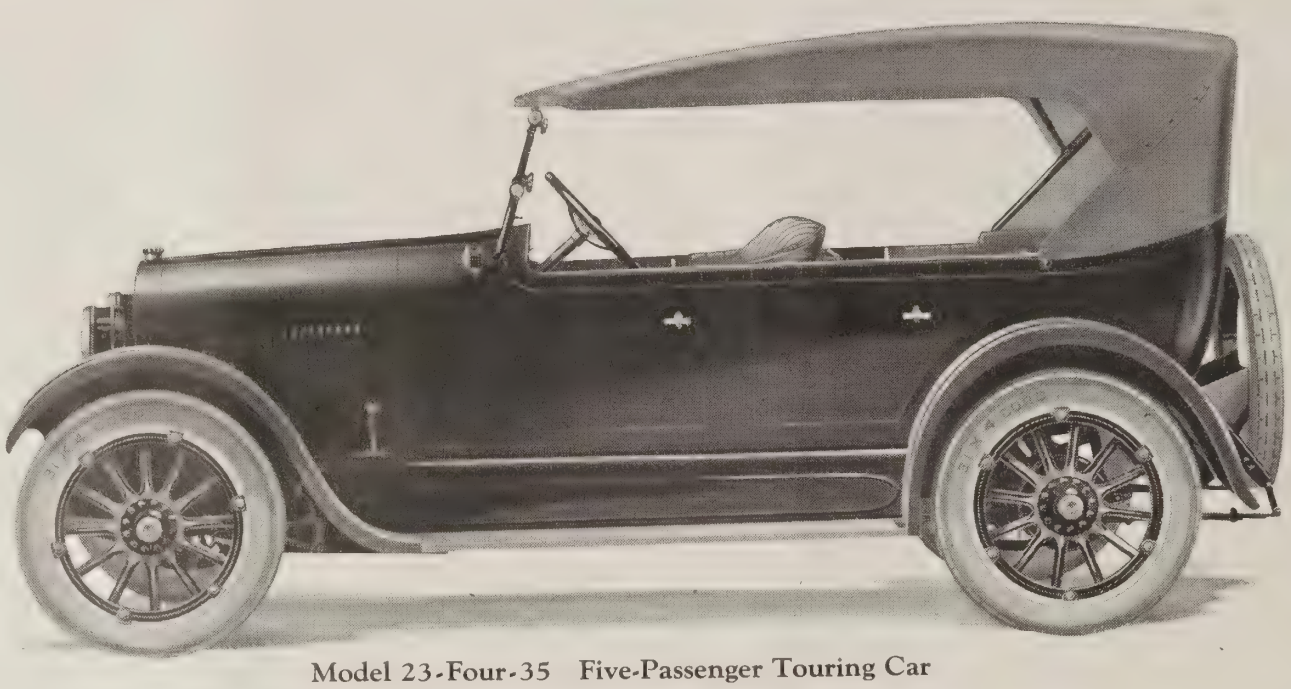
*This is the type of trunk furnished on the Touring Sedans and the Sport Touring*

### Model 23-Four-38 Five-Passenger Touring Sedan

This handsome new model is distinguished, not only for its power and ability, but for the care exercised in selecting its equipment. It has a metal-sheathed body and every one of its details is designed with the definite idea of contributing to the comfort and convenience of the car as a touring vehicle, primarily. Its interior is generously proportioned and its wide windows provide unobstructed vision and, in addition, complete ventilation on sultry days

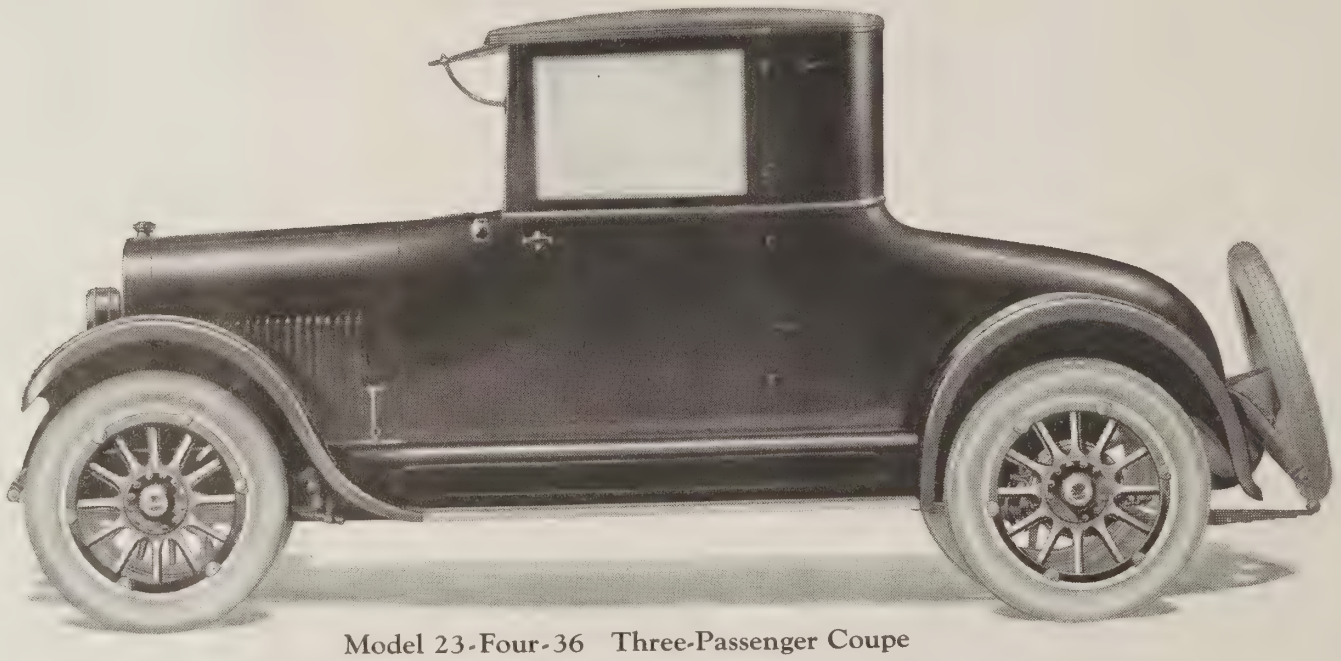


*The New Buick Four Touring Sedan*



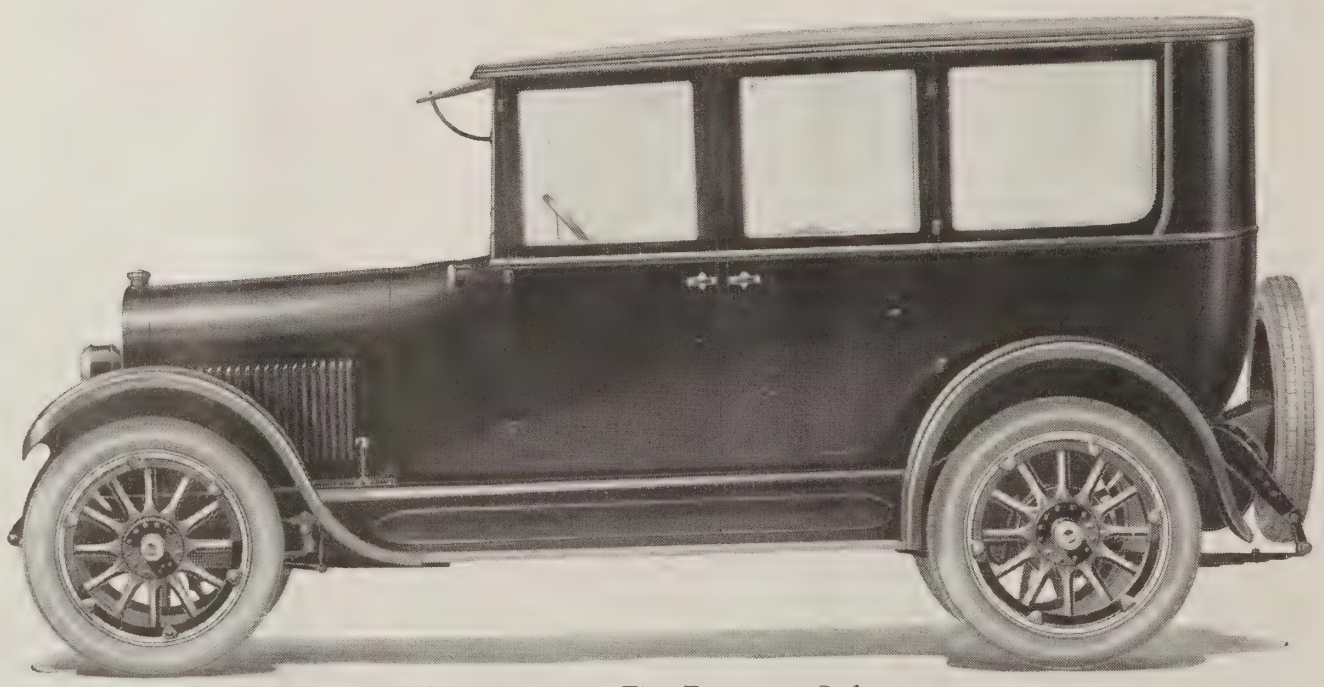
**Model 23-Four-35 Five-Passenger Touring Car**

WITH its new lines and numerous refinements, this car bids fair to eclipse the enviable record it has made in the past



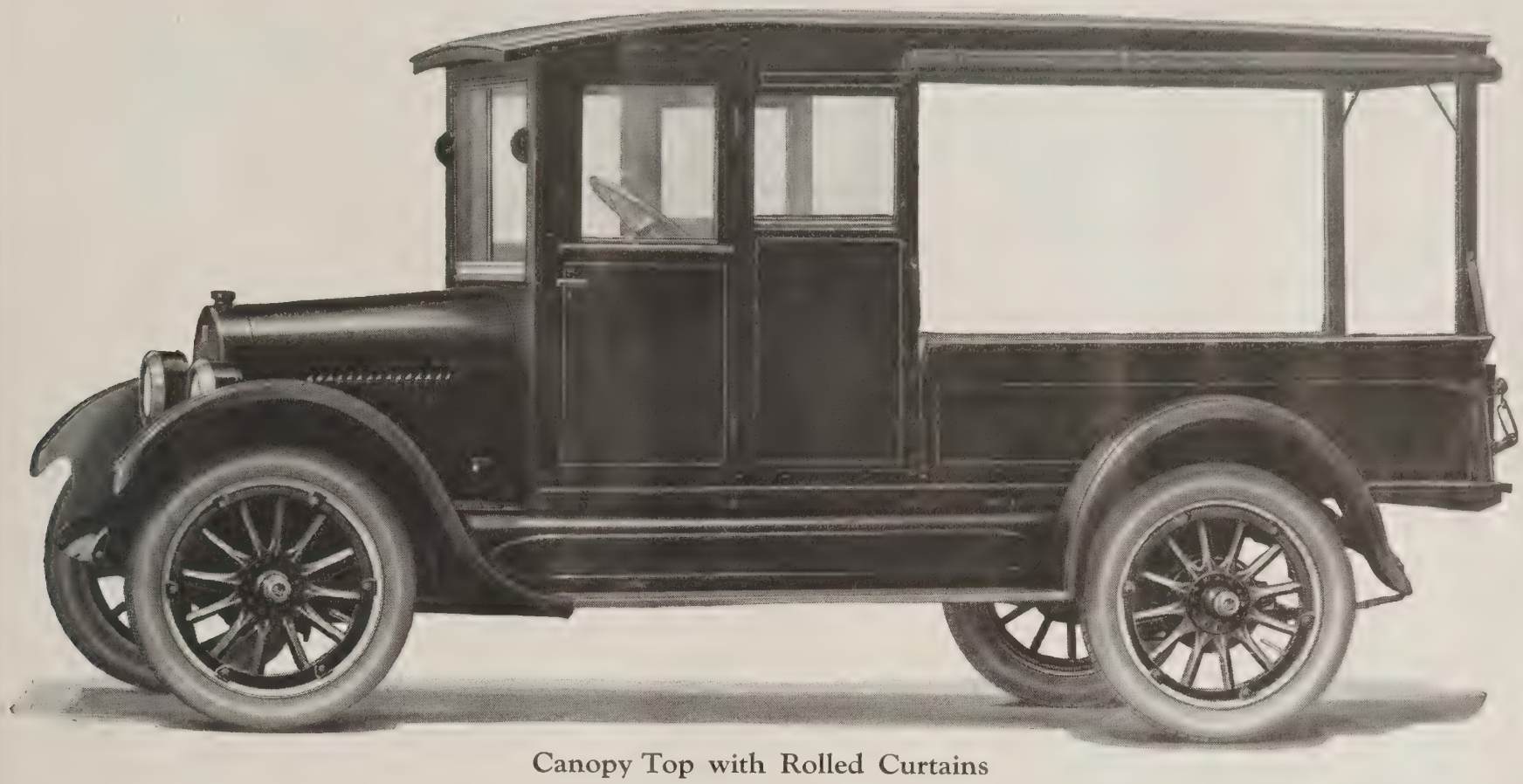
**Model 23-Four-36 Three-Passenger Coupe**

THIS four-cylinder Coupe, with its Fisher-built body, is beautifully finished and enhanced by a number of changes in lines



**Model 23-Four-37 Five-Passenger Sedan**

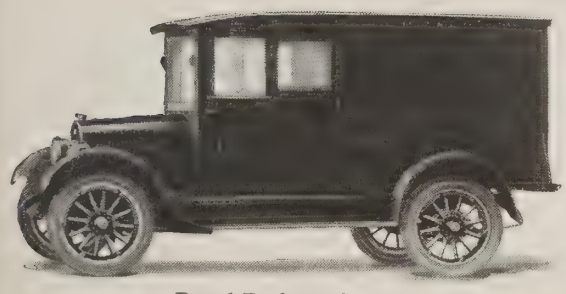
THE Fisher-built body on this four-cylinder Sedan is at once dignified and conservative, correct and smart in style



Canopy Top with Rolled Curtains

# The New Buick Special Delivery

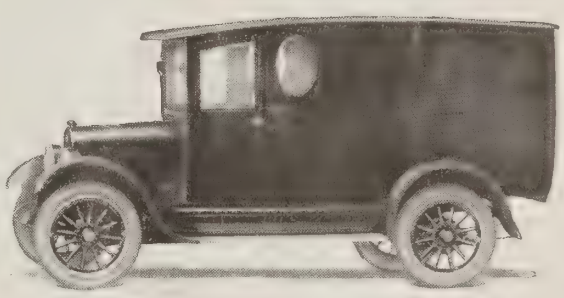
## *Furnished in Six Body Styles*



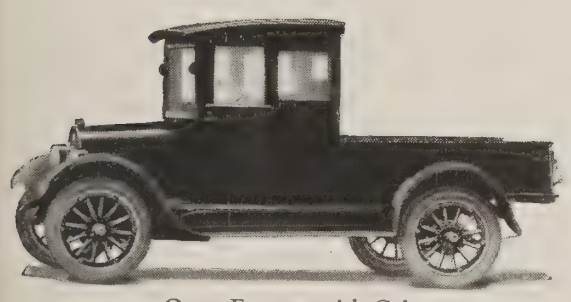
Panel Body with Cab

BUILT to serve and to endure, the new Buick Special Delivery represents in its field what the Buick passenger cars do in theirs —the standard of comparison for transportation values. Furnished in six useful body types, its outstanding feature is its fitness to meet the practical requirements of the busy merchant or farmer.

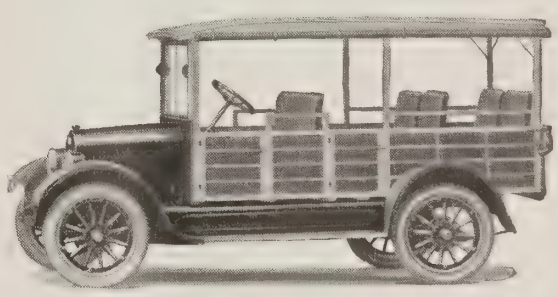
*For body specifications, prices and delivery dates see the Buick dealer*



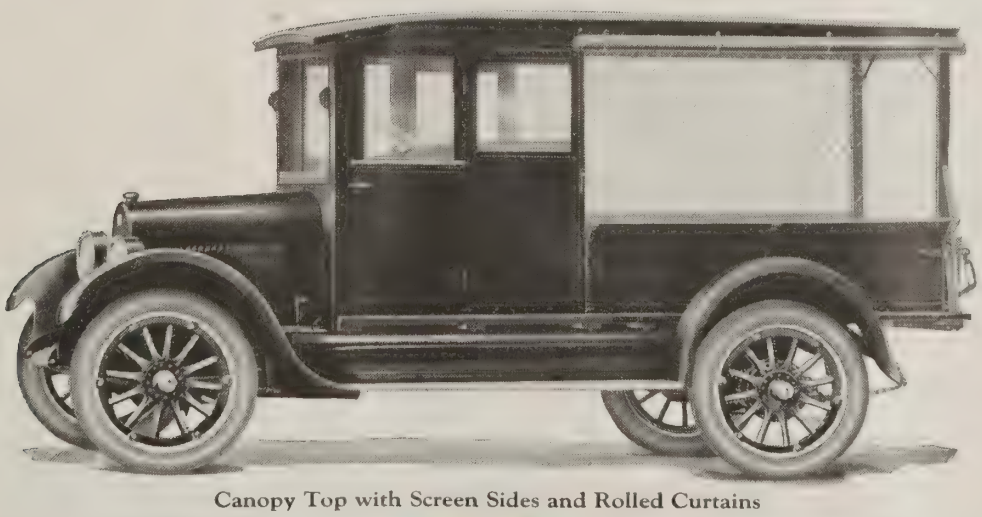
De Luxe Panel Body with Cab



Open Express with Cab



Combination Passenger and Express



Canopy Top with Screen Sides and Rolled Curtains

# 1923

VALVE-IN-HEAD
Buick
MOTOR CARS

## *Announcing*

A wholly *new* line of cars built on time-tried Buick principles but with improvements and refinements which make their introduction an event of nation-wide interest.

## 14 Distinctive Models

*Astonishing Values and Prices*

SIX-CYLINDER MODELS

| | |
|---|---|
| 23-Six-41—Touring Sedan | 5 passenger |
| 23-Six-44—Roadster . . | 2 passenger |
| 23-Six-45—Touring . . . | 5 passenger |
| 23-Six-47—Sedan . . . | 5 passenger |
| 23-Six-48—Coupe . . . | 4 passenger |
| 23-Six-49—Touring . . | 7 passenger |
| 23-Six-50—Sedan . . . | 7 passenger |
| 23-Six-54—Sport Roadster | 3 passenger |
| 23-Six-55—Sport Touring | 4 passenger |

FOUR-CYLINDER MODELS

| | |
|---|---|
| 23-Four-34—Roadster . . | 2 passenger |
| 23-Four-35—Touring . . | 5 passenger |
| 23-Four-36—Coupe . . . | 3 passenger |
| 23-Four-37—Sedan . . . | 5 passenger |
| 23-Four-38—Touring Sedan | 5 passenger |

Only a Demonstration Can Show the Riding Qualities and Real Worth of These New Models

*Ask about prices and the G. M. A. C. purchase plan*

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*Division of General Motors Corporation*

Pioneer Builders of
Valve-in-Head Motor Cars

Branches in All Principal Cities
Dealers Everywhere

When better automobiles are built, Buick will build them

BU

# THE Buick BULLETIN

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OCT 8 1922

Published by the Sales Department
of the Buick Motor Company

SEPTEMBER 1922 FIVE CENTS A COPY

For 1923—A complete line of New Buick Cars at New Prices

A late lark twitters from the quiet skies:
And from the west,
Where the sun, his day's work ended,
Lingers as in content,
There falls on the old, gray city
An influence luminous and serene,
A shining peace.

The smoke ascends
In a rosy-and-golden haze. The spires
Shine, and are changed. In the valley
Shadows rise. The lark sings on. The sun,
Closing his benediction,
Sinks, and the darkening air
Thrills with a sense of triumphing night—
Night with her train of stars
And her great gift of sleep.

—*William Ernest Henley*

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

Subscription rate, Fifty Cents per year.
Mailed under third class permit.

E. T. Strong, *Managing Editor*

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Flint, Michigan, U. S. A.

Vol. X No. 9 September, 1922

# The Iliad of the Oyster

*by* DON MARQUIS

*"Our remote ancestor was probably arboreal."*
—EMINENT SCIENTIST

FROM his hut in the tree-top Probably Arboreal looked lazily down toward the sea. Beyond the beach of hard white sand the water lay blue and scarcely ruffled by the light morning wind. Probably Arboreal could see the world and his wife from where he crouched, splashing in the water, fishing, for the most part, with their hands; and when one caught a fish it was his custom to eat it where he caught it, standing in the sea.

In the hut next to Probably Arboreal his neighbor, Slightly Simian, was having an argument with Mrs. Slightly, as usual, and as usual, Probably listened with the bored distaste of the bachelor.

"Poor old Sim," mused Probably Arboreal, as he slid down the tree and ambled toward the beach, to be out of range of the family quarrel. "She married him for his property, and now she's sore on him because there isn't more of it."

Nevertheless, in spite of the unpleasant effect of the quarrel, Probably found his mind dwelling upon matrimony that morning. A girl with bright red hair, into which she had tastefully braided a number of green parrot feathers, hit him coquettishly between the shoulder blades with a handful of wet sand and gravel as he went into the water. Ordinarily, he would have taken no notice of her at all, but this morning he grabbed her tenderly by the hair and sentimentally ducked her. When she was nearly drowned, he released her. She came out of the water squealing with rage, like a wild-cat, and bit him on the shoulder.

"Parrot Feathers," he said to her, with an unwonted softness in his eyes, as he clutched her by the throat and squeezed, "beware how you trifle with a strong man's affections. Some day I may take you seriously!"

He let the girl squirm loose, and she scrambled out upon the beach and threw shells and jagged pieces of flint at him, with an affectation of coyness. He chased her, caught her by the hair, and scored the wet skin on her arms with a sharp stone, until she screamed with the pain, and as he did it, he hummed an old love tune, for today there was an April gladness in his heart.

"Probably!" He spun around to face the girl's father, Crooked Nose. "Probably, you are flirting with my daughter!"

"Father," breathed the girl, ashamed of her parent's tactlessness. "How can you say that?"

"I want to know," said Crooked Nose, sternly, "whether your intentions are serious and honorable."

"Oh, father!" said Parrot Feathers again, and she ran off. Nevertheless, she paused when a dozen feet away and threw a piece of driftwood at Probably Arboreal. It hit him on the shin, and as he rubbed the spot, he murmured aloud, "Now, I wonder what she means by that?"

"Means?" said Crooked Nose. "Don't pretend to me you don't know what the child means. You've made her love you, and now you have the nerve to wonder what she means! What'll you give me for her?"

"See here, Crooked Nose," said Probably, "don't bluster with me." He did not intend to be coerced into matrimony by any father even though he was pleased with the daughter. "I'm not buying any wives today, Crooked Nose."

"You have hurt her market value," said Crooked Nose, affecting a willingness to reason. "Those marks on her arms will not come off for weeks. And what man wants to marry a scarred-up woman unless he has made the scars himself?"

"Crooked Nose," said Probably Arboreal, angry because what might have been a youthful romance had been given such a sordid turn by this disgusting father, "if you don't go away I will scar every daughter you've got. Do you get me?"

"I wish you'd look them over," said Crooked Nose.

"I'll marry none of them!" cried Probably, in a rage, and turned to go into the sea again.

A heavy boulder hurtled past his head. He whirled about and discovered Crooked Nose in the act of recovering his balance after having flung it. He caught the old man half way between the beach and the edge of the forest. The clan, including Crooked Nose's daughter, gathered hurriedly to see the fight.

It was not much of a combat. When it was over, and the girl took hold of what remained of her late parent to drag him into the woods, Probably Arboreal stepped up to Parrot Feathers, and laid his hand upon her arm.

"Feathers," he said, "will you marry me?"

"Probably," she said soberly, "you are only making this offer out of generosity. It is not love that prompts it. I cannot accept."

"You are angry with me, Feathers?"

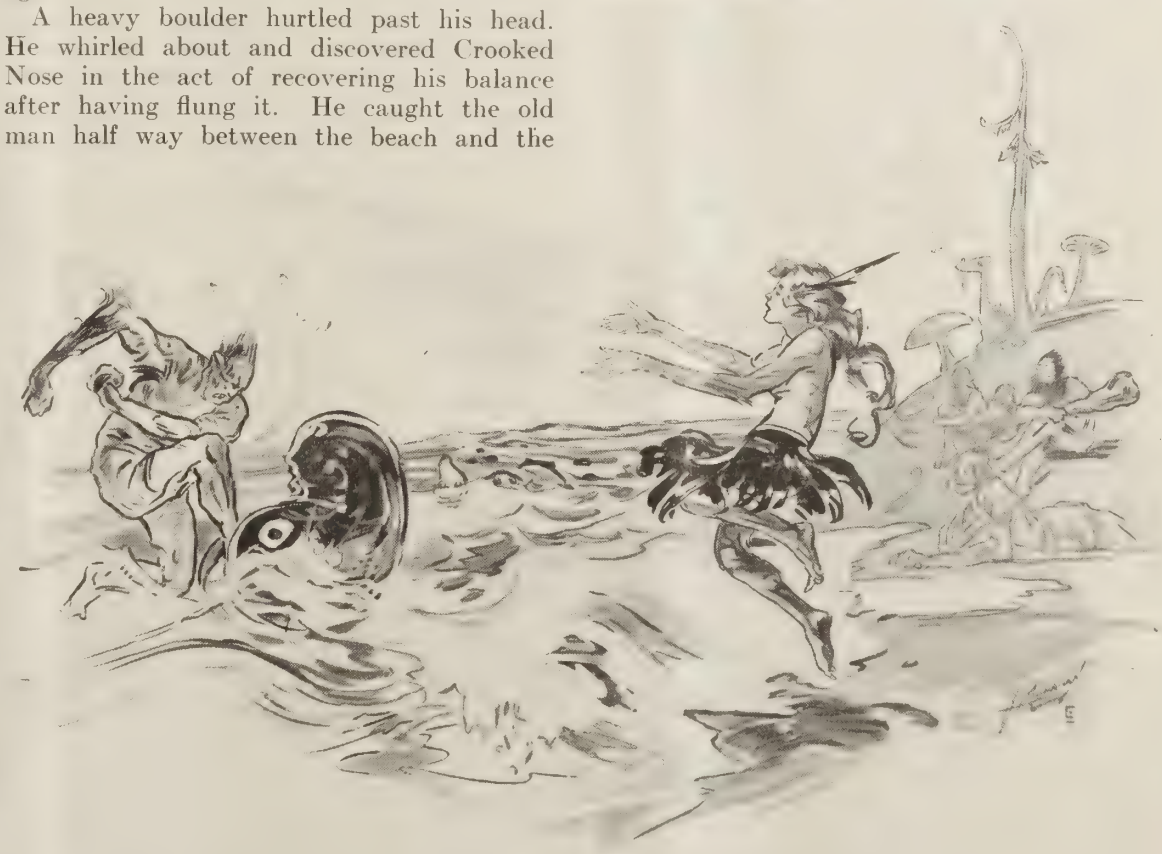
The girl turned sadly away. Probably watched the funeral cortege winding into the woods, and then went moodily back to the ocean. Now that she had refused him, he desired her above all things. But how to win her? He saw clearly that it could be no question of brute force. It had gone beyond that.

In the meantime his breakfast had long been delayed; so once more Probably stepped into the ocean, stepped in without any premonition that he was to be a Hero, that he was chosen by Fate, by Destiny, by whatever force you will, to champion the cause of all mankind in a crucial struggle for human supremacy.

He waded into the water up to his waist and bent forward with his arms beneath the surface, patiently waiting. It was thus our remote ancestors fished.

Suddenly he pitched forward, struggling; he gave a gurgling shout, and his head disappeared beneath the water.

When it came up again, he twisted toward the shore, with lashing arms and something like panic on his face.



She sent her electric personality thrilling into him. And under the lash of her courage he rolled again

"Oh! Oh! Oh!" he cried. "Something has me by the foot!"

Twenty or thirty men and women who heard the cry stopped fishing and straightened up to look at him.

"Help! Help!" he shouted again. "It is pulling me out to sea!"

A knock-kneed old veteran scurried to the safety of the beach, raising the cry: "A god! A water-god has caught Probably Arboreal!"

And all his neighbors plunged to land and left Probably Arboreal to his fate. But since spectacles are always interesting, they sat down comfortably on the beach to see how long it would be before Probably Arboreal disappeared. Gods and devils, sharks and octopi, were forever grabbing one of their number and making off to deeper water to devour him at their leisure. If the thing that dragged the man were seen; if it showed itself to be a shark or an octopus, a shark or an octopus it was; if it were unseen, it got the credit of being a god or a devil.

"Throw me a line!" begged Probably Arboreal, who was now holding his own, although he was not able to pull himself into shallower water. "It is not a god nor a devil. And it isn't a shark, because it hasn't any teeth. It is an animal like a cleft stick and my foot is in the cleft."

On the toes of their first child were ten cunning, diminutive oyster shells

But they did not help him. Out of the woods came running more and more people to see the spectacle.

With a mighty heave and wriggle Probably Arboreal went under again up to his head and body; his feet for an instant swished into the air, and everyone but Probably Arboreal saw what was hanging onto one of them.

It was neither ghost, shark, god, nor devil. It was a monstrous oyster; a bull oyster, evidently, all oysters being much larger in those days than they are now.

"It is an oyster, an oyster, an oyster!" cried the crowd, as Probably Arboreal's head and shoulders came out of the water again.

Then a silence fell over the multitude. They looked at the struggling man in a new community of ideas. Oysters they had seen before, but never an oyster like this. Oysters they knew not as food; they had always regarded them as rather harmless creatures. But this Titan of oysters was actually giving battle on equal terms to a man! Were oysters henceforth to be considered as enemies?

Dimly, vaguely, as they watched the man attempt to pull the oyster ashore, and the oyster attempt to pull the man out to sea, some sense of the importance of this struggle was felt by mankind. Over forest, beach and ocean hung a sense of momentous things; it was as if all nature held her breath. And if mankind upon the land was interested, the sea was no less concerned. For, all of a sudden, and as if by preconcerted signal, a thousand oysters poked their heads above the surface of the waters and turned their eyes—they had small, fiery, opalescent eyes in those days—upon the combatants.

At this appearance, mankind gasped, but no word was uttered. The visible universe was tense and dumb. The oysters made no attempt to go to the assistance of their champion. Nor did mankind leap to the rescue of Probably Arboreal. Tacitly, each side, in spirit of fair play, agreed not to interfere; agreed to leave the combat to the champions; agreed to abide by the issue.

But while they were stirred and held by the sense of tremendous matters impending, neither men nor oysters could be expected to understand definitely what almost infinite things depended upon this battle. There were no Darwins then. Evolution had not yet evolved the individual able to catch her at it.

But she was on her way. This very struggle was one of the crucial moments in the history of evolution. There have always been critical periods when the two highest species in the world were about equal in intelligence, and it was touch and go as to which would survive and carry on the torch.

Briefly, if the oyster conquered the man, more and more oysters, emboldened by this success, would prey upon men. Man, in the course of a few hundred thousand years, would become the creature of the oyster; the oyster's slave and food. Then the highest type of life on the planet would dwell in the sea.

An hour passed in silence except for the sound of the struggle; more and more men and more and more oysters had gathered; the strain was telling on both champions. Probably Arboreal had succeeded in dragging the oyster some ten feet nearer the shore, but the exertion had told upon him; he was growing tired. He had swallowed a great deal of salt water. He was dimly conscious of the importance of this frightful combat; he felt himself the representative of the human race. He was desperate but cool; he saved his breath, opposing to the brute force of the oyster the cunning of man. But he was growing weaker.

If only those for whom he was fighting would fling him some word of encouragement! He was too proud to ask it, but he had got to the place where a word of spiritual comfort and encouragement would have meant as much as fifty pounds of weight in his favor. He had, in fact, arrived at the Psychological Moment.

Probably Aboreal's head went under the water, and briny tears and salt ocean mingled nauseatingly in his mouth.

"I am lost," he gurgled.

But at that instant a shout went up, the shrill, high cry of a woman. Even in that moment of agony he recognized the voice, the voice of Parrot Feathers! With a splendid rally he turned his face toward the shore.

She was struggling through the crowd, fighting her way to the front rank with the fury of a wild-cat. She had just buried her father, but the magnificent creature had only one thought now, only of her lover, her heroic lover; in her nobility of soul she had been able to rise above pettiness of spirit, she knew no pique nor spite. Her lover was in trouble and her place was nigh him; so she flung a false maidenly modesty to the winds and acknowledged him and cheered him on, careless of what the assembled world might think.

She arrived at the Psychological Moment.

"Probably!" she cried. "Don't give up! For my sake!"

For her sake! The words were like fire in the veins of the hero. He made another bursting effort, and gained a yard. But the rally almost exhausted him; the next instant his head went under water once more.

Would it ever reappear again? There was a long moment, while all mankind choked and gasped in sympathetic unison, and then the dripping head emerged. It had hit a stone under water, and it was bleeding, but it did emerge. Besides the cut on his head, one eye was nearly closed.

"Watch him! Watch him!" shouted Parrot Feathers. "Don't let that happen again! Probably, do you hear me?"

He nodded his head; he was beyond speech.

"Take a long breath, and dive! Do you get me? Dive! Dive at your own feet. Grab your feet in your hands, and roll toward the beach."

It was a desperate manoeuver, especially for a man who had already been under water so much that morning. But the situation was critical, and called for the taking of big chances. It would either succeed or fail. And death was no surer if it failed than if he waited. Probably Arboreal ceased to think; he yielded up his reasoning powers to the noble and courageous woman on the sand; he dived and grabbed his feet and rolled.

"Again! Again!" she cried. "Another long breath, and roll again!"

Her bosom heaved, as if she were actually breathing for him. Probably Arboreal, all but drowned, struggled in the water and stared at her stupidly.

She sent her electric personality thrilling into him.

"Roll!" she commanded. "Roll, Probably, roll!"

And under the lash of her courage he rolled again. Three more times, he rolled . . . and then . . . unconscious, still breathing, however, he was in her arms.

As he reached land a half million oysters sank into the sea in the silence of defeat and despair, while from the beaches rose a mighty shout.

"Back! Back! Give him air!" cried Parrot Feathers, and she addressed herself to the task of removing the oyster from his foot.

That giant beast was dying, and its jaws were locked in the rigor of its sufferings. There was no way to remove it gently. Parrot Feathers laid her unconscious hero's foot upon one rock, and broke the oyster loose with another. [ *Continued on page 12* ]

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

JUST think of all the things that contribute to the added comfort, convenience and safety of the fine motor car—things provided by the manufacturer. There is an electric horn to enable the driver to warn other drivers or pedestrians of his approach. There is a wiper on the windshield to permit him a clear vision in rain or snow.

Sitting in his seat, he can look at the instrument board and the speedometer will tell him how fast he is traveling, how far he has journeyed on his trip or the total mileage his car has covered. The oil indicator tells him whether or not his motor lubricating system is working properly. An ammeter tells him how much he is charging or discharging his battery.

And he has before him a control that opens or closes the cowl ventilator, as he may wish. He can easily switch on his powerful headlights or dim them. Without turning his head, a rear vision mirror enables him to look back through the large glass light in the rear of the car to see what is behind. He has pockets in the doors for small articles he may wish to have near him. How comfortably, conveniently and safely he can motor!

* * *

AND, then, the manufacturer has given such thought to the simple and easy maintenance of the car. What other piece of machinery with so few limitations as the motor car can be operated and maintained so readily?

A gasoline gauge makes it possible with little effort to determine the supply of fuel in the tank. A measuring gauge on the side of the crankcase indicates whether or not the supply of motor oil needs replenishing. And by simply turning a handle under the hood he can drain the oil from the crankcase or by turning another handle he can let the water flow out of the radiator. No longer is it necessary for him to crawl under the car to perform these duties when required.

Under the hood he has an oil can accessible for minor lubrication. There are extension oilers on the generator, in plain view and readily at hand.

On all the wearing points of the chassis are found grease nipples, to which a grease gun is easily attached. A turn or two of the handle on the grease gun and the lubricant is easily and quickly forced to the desired spot.

And then, in addition, the manufacturer furnishes a complete instruction book and an easy-to-understand lubrication chart. Not only is each point of lubrication clearly indicated, but the driver is told how often he should lubricate each. Guesswork is eliminated in both where and when to lubricate.

The driver has everything on his side to be systematic in keeping his car in excellent working order and if he adopts the schedule suggested by the manufacturer, he gives the car the little attention it needs regularly.

* * *

BUT if he does not take the manufacturer's suggestions seriously, the chances are that he runs into difficulties. He neglects attending to the little things, putting them off until another day. Instead of spending a few minutes now and then, as advised by the builder of the car, and doing each duty carefully and thoroughly, he waits until he has so many things to do in the short time he allots for the work that something or other is bound to be slighted or overlooked. The maintenance of his car becomes a burden because of his own thoughtlessness.

On the other hand, the driver who works along the lines suggested by the manufacturer finds that there is nothing tedious about the care of a fine car.

Because everything is made easy for him and because he does things the proper way, he keeps his car in excellent order without trouble and within minimum time required. He follows his instruction book and lubrication chart carefully. He is painstaking in the attention he pays to his car. And he is rewarded in satisfactory performance.

* * *

IN the fine car of the present day, one finds that the manufacturer has done everything it is possible to do toward the promotion of convenient and easy maintenance. He has gone as far as it is possible to go in eliminating the need of unnecessary or wearisome attention. To a driver who is thorough, it seems that the manufacturer takes care of everything except the actual work of lubricating.

In spite of all the efforts of the manufacturer to insure the owner the full value of his investment over a period of time, many motorists are still forgetting or neglecting to do their part.

More motor car trouble is caused by this indifference to the little attention a car needs than all the other incidental things combined. Indifference is the source of a large per cent of the inconveniences suffered by motorists when things go wrong with the car. Indifference results in the greater part of the unnecessary expense of car operation. Carelessness in maintenance is generally the beginning of the things that cause an owner to be denied the the use of his car when he may need it the most.

If the manufacturer had failed to provide the means to lubricate the car as conveniently and easily as possible, the careless owner might have some one to blame besides himself.

But the responsibility of car maintenance rests clearly on the owner. The car is his to do with as he may wish. When he received it from his dealer, it was in just as excellent order as the one taken by the thoughtful and careful owner. It can scarcely be a fault of the manufacturer if both do not enjoy the same benefits of personal transportation.

* * *

PLEASE bear in mind, however, that the manufacturer is anxious for each car produced to render complete and satisfactory service. In the last few years great strides have been made toward building a car mechanically perfect and making it possible for the owner to maintain the car in a high state of excellence. And it is to the builder's regret that so long as there are neglectful drivers there are bound to be cars that fall short of 100 per cent performance day in and day out.

So let us advise that when you purchase a new motor car, you make it a point to familiarize yourself with the car, study carefully its instruction book and lubrication chart, and begin at once to follow a definite schedule of lubrication. And during the first few months keep in close touch with your dealer. If there is the slightest question about the car's operation or lubrication, do not hesitate to consult an authorized Buick service man.

If you will be as conscientious about the maintenance of your car as the manufacturer was in building it, you may be sure that you will profit by the service you expected.

# Excellence and Values of the New Buick Line Establish Precedent in Industry

Notice the strong construction of Buick open bodies, the numerous braces and bolts that give Buick bodies their unusual strength and rigidity

Aside from illustrating other braces used in body construction, this view shows how the windshield post is virtually an integral part of the body

As remarkable as are the improvements in Buick body lines, finish and appointments, they tell but a small part of the 1923 achievement. The changes that have been made from an appearance standpoint are at once visible, but they only serve to indicate the great things that have been done to make the new Buick car more mechanically perfect.

Buick engineers have gone to the very heart of the mechanism. Nothing have they left undone to promote increased efficiency, greater accessibility and durability. And they have not overlooked refinements that improve Buick riding qualities, ease, smoothness and silence of operation.

All in all, each of the fourteen passenger models for 1923 is an unusual value—the greatest value Buick has offered in twenty years of successful and consistent manufacturing. There is no question but what Buick could dispose of the entire production for the new season at higher prices, but with the greatest production Buick has ever planned, prices have been established to permit Buick a reasonable profit and to pass on to the motoring public the benefits accruing from skilled engineering and scientific manufacturing.

The changes that have been made to improve the efficiency and life of the car are exceptional in their number and character. In the six-cylinder motor, for instance, the cylinder block has been raised and the pistons and connecting rods lengthened so that the pistons no longer over-run below the bottom of the cylinder at the lowest point of the stroke. The new pistons are machined with a tapered relief designed to insure a film of oil on the cylinder walls at all times.

The motor cylinder walls are now chilled by a special Buick foundry process which provides a hard surface where the cylinder walls are subjected to the greatest wear by the pistons.

The Six crankshaft is larger and harder babbitt is used in both the connecting rod and main bearings. Oil is supplied to the main bearings under pressure by individual pipe feeds.

Other bearings, such as the fan bracket bearing in the gearcase cover, have been given attention to prolong life.

The valve system has also been vastly improved. The push rod is now a combination of steel and aluminum which means that the valve will have the same clearance from zero to the boiling point. Felt has been placed around the valve stems inside the valve springs to carry oil for the valve stems and guides. More positive lubrication is also assured the front camshaft bearings by a new oil well.

The Buick specially designed clutch has also been improved. The clutch hub, for instance, is now a drop forging and the bearing surfaces are hardened, accurately machined and ground.

The electrical equipment has also received minute attention. The motor-generator has a higher charging and cranking range and the brush holders have been improved, as well as more accessible oilers provided for the generator bearing.

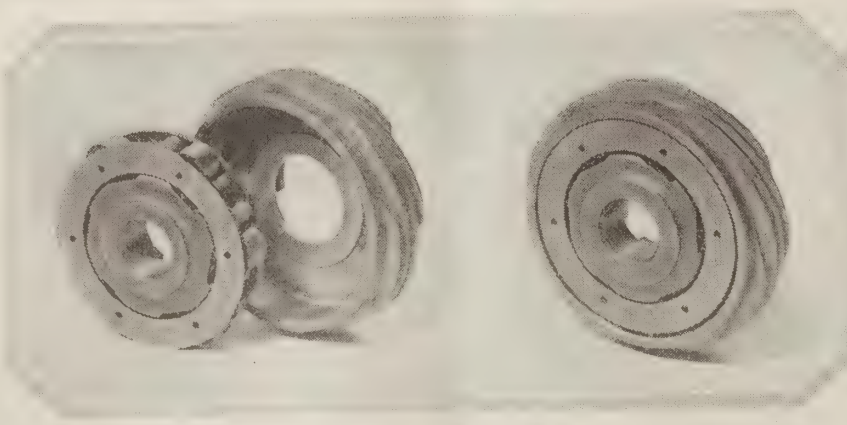
The Six spring suspension has been modified so that the forward end of the rear spring is 14 inches longer than the rear end. This results in lowering the car, reducing rebound and side-sway. The steering gear housing has also been changed to eliminate the possibilities of leakage of lubricant.

Changes in the Buick Four are similar to those of the Six. The bodies have been redesigned and a kick-up has been placed in the frame over the rear axle which permits the rear end of the car to be lowered.

It is really impressive to note the attention that has been given to the mechanisms of both the Six and Four. Tremendous strides have been made in incorporating added refinements with the practices that have made Buick the standard of comparison in personal transportation for twenty years.

Out of the many seasons of Buick cars has developed the new line, fundamentally Buick, yet surpassing by far anything that Buick has ever before offered the motoring public. Every change has passed the severe tests of Buick engineers; everything that it has been possible to do has been done to make Buick a better car.

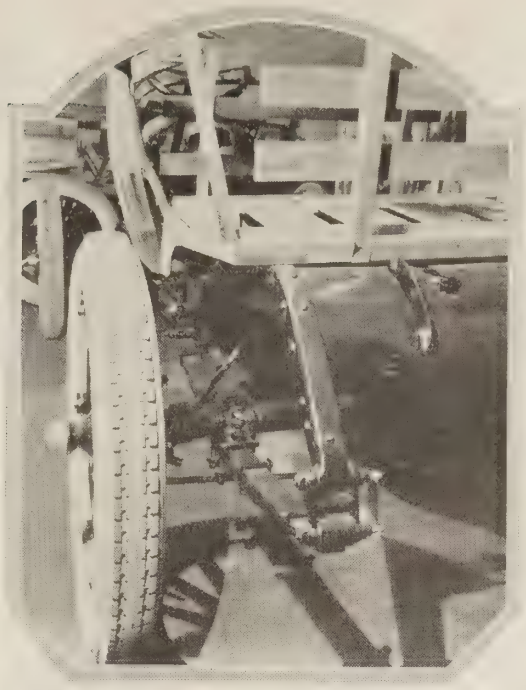
The excellence of the complete line, combined with the astonishing prices, has established a precedent not only in the history of Buick but also in the history of the motor car industry.



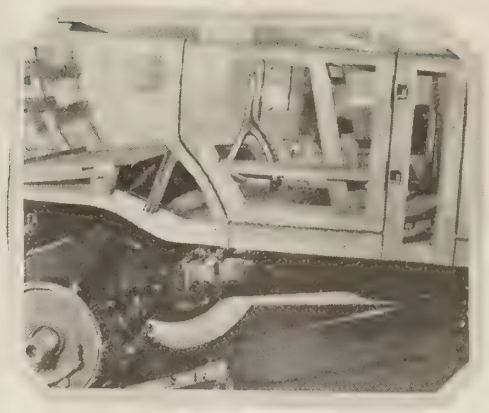
This view shows the new silent over-running generator clutch of greater efficiency

The new generator brush holder of aluminum with a bronze spring part holds the brush firmly and quietly

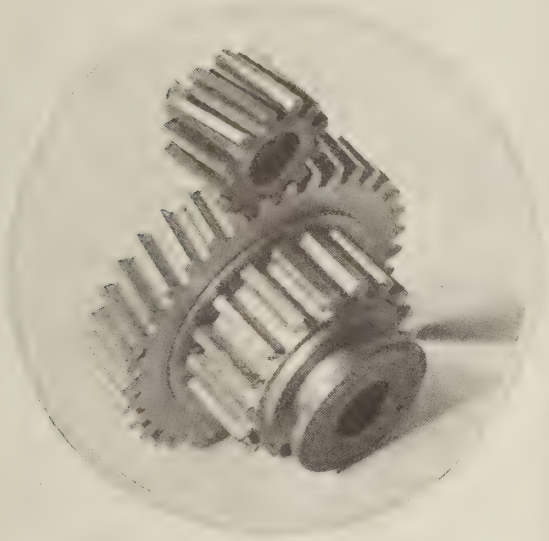
This drip bowl with outlet pipe under the carburetor is one of the changes resulting in Class A fire insurance rating



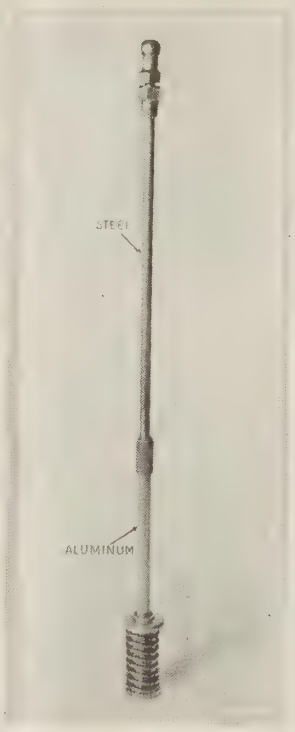
This view shows the specially designed underslung semi-elliptic spring suspension on the new Four. It also shows the kick-up frame



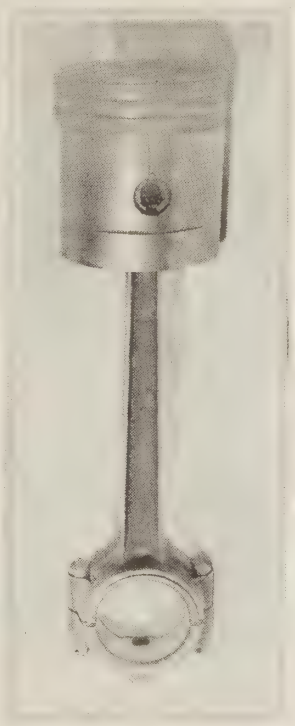
In the new Buick rear spring suspension the hanger is much closer to the rear end, which results in lowering the car and preventing rebound and side-sway



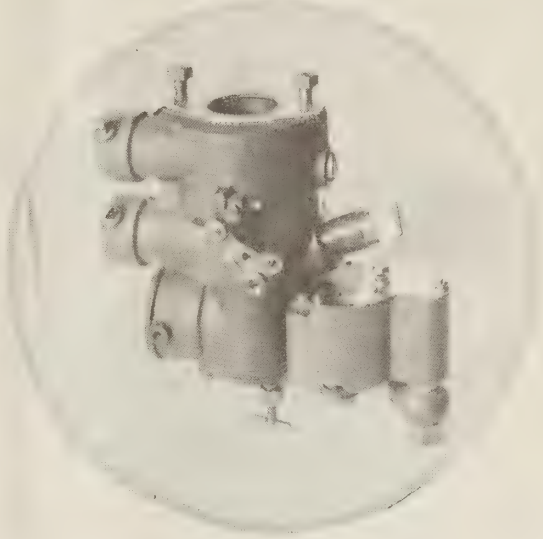
These new starting gears with spiral teeth are smooth-running and exceptionally quiet



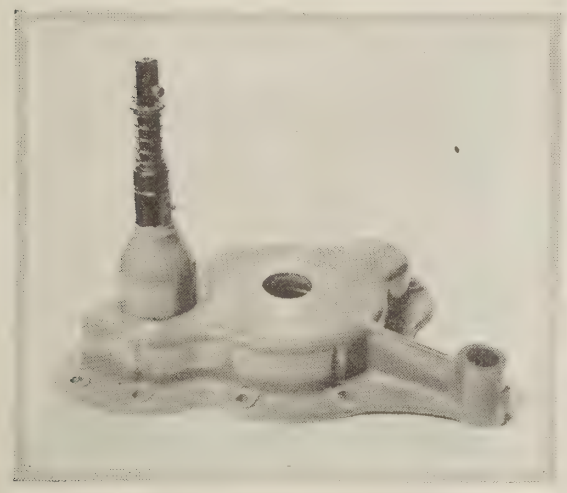

This is the improved composite push rod that maintains a constant tappet clearance



Both the piston and connecting rod are longer and the piston is redesigned and machined with a tapered relief to insure proper lubrication and minimize wear

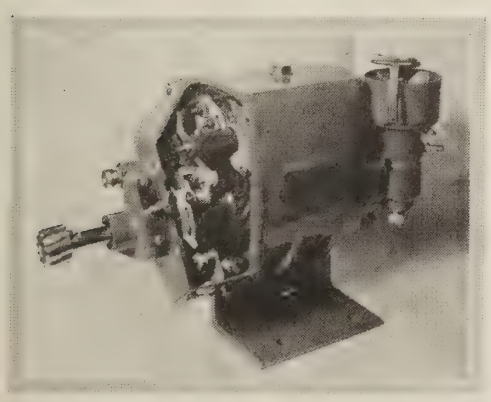


In the improved carburetor the dash-pot is enclosed

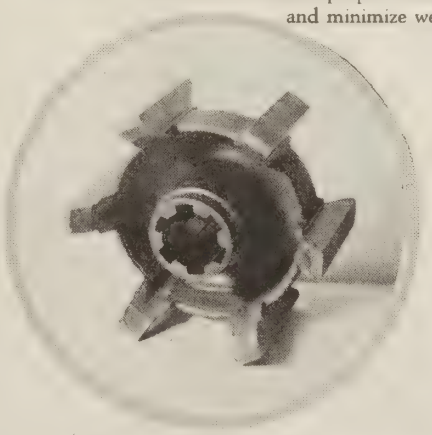


The hole in the gearcase cover for the fan stud now has a bronze bushing

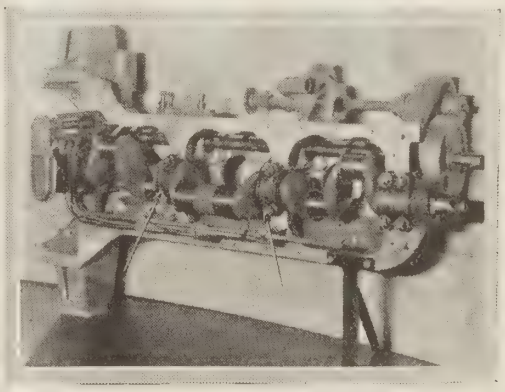
The starter button now has a new coil spring which holds it quietly in place



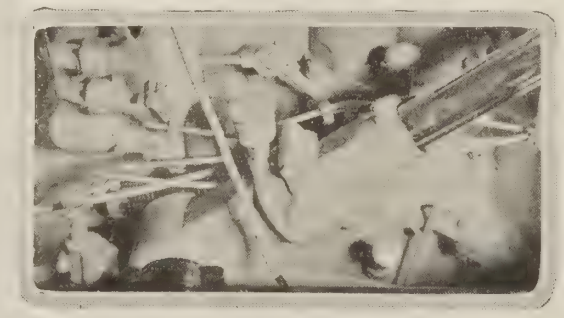
The new type generator on the Buick is greatly improved, having a higher charging and cranking rate



The Buick clutch hub is now a drop forging with hardened bearing surfaces, ground and machined



In the new Buick motor, oil is supplied the center crankshaft bearings under pressure instead of by splash lubrication



The new steering gear housing has been inverted with the slot at the top, insuring more positive lubrication

# Motoring world amazed by completenes

THE finest and most complete line of motor cars! That is wha the motoring public has pro claimed in viewing the four teen distinctive models fo 1923, as evidenced by these telegrams from importan points of distribution in al parts of the country.

Motorists and dealers every where are highly enthusiastic Never have they had the goo

POSTAL TELEGRAPH — COMMERCIAL CABLES
TELEGRAM

Kansas City, Mo.,Aug.2,22
Buick Motor Co., Flint,Mich.
New line viewed and carefully analyzed by many hundreds of customers the unanimous verdict is that the cars prices and policies are one hundred percent and the best automobile value in the world prospective buyers crowded our sales floor from early morning until late at night keeping salesmen busy writing orders.the enthusiasm and cooperative spirit of our trade is greater than I have ever known during my long connection with the company
J.P.Martin

WESTERN UNION TELEGRAM
NEWCOMB CARLTON PRESIDENT — GEORGE W E ATKINS FIRST VICE PRESIDENT
RECEIVED AT
CHARLOTTE N CAR AUG 1 1922
BUICK MOTOR CO FLINT MICH
THE NINETEEN TWENTY THREE BUICK LINE WAS PRESENTED TO HUNDREDS OF SPECTATORS IN CHARLOTTE TODAY THE ASTOUNDING AND UNPRECEDENTED VALUES HAVE CREATED A VERITABLE SENSATION EVEN PESSIMISTS WERE SURPRISED AND ELATED ALL DEALERS GAVE UNQUALIFIED APPROVAL BUICK WILL LEAD IN THE CAROLINAS IN ITS CLASS FOR NINETEEN TWENTY THREE
C C CODDINGTON

Elpaso,Tex.,Aug 2,22
Buick Motor Co Flint, Mich.
Nineteen twenty three line and entire program is being exceptionally enthusiastically approved by our dealers and trade as the best in many ways that they and the industry has ever seen it looks now more like a matter of deliveries than sales.
Buick. Hart.

WESTERN UNION TELEGRAM
RECEIVED AT
MINNEAPOLIS MINN AUG 2 1922
BUICK MOTOR CO FLINT MICH
IN ALL OF OUR EIGHTEEN YEARS DISTRIBUTING AUTOMOBILES WE HAVE NEVER HAD SUCH A FAVORABLE RECEPTION AS WAS GIVEN THE NEW NINETEEN TWENTY THREE LINE ON BUICK CARS YESTERDAY SHOW ROOM JAMMED TO CAPACITY FROM EIGHT A M TO ELEVEN P M AND LARGE NUMBER OF RETAIL ORDERS SECURED COUNTRY DEALERS HAVE GONE MAD WITH DELIGHT OUR TRAINS ARE BEING PUT IN ORDER FOR THE GREATEST BUSINESS IN OUR HISTORY NOTHING CAN STOP US YOU ARE TO BE CONGRATULATED
E E PEECE

POSTAL TELEGRAPH — COMMERCIAL CABLES
TELEGRAM
Denver Colo Aug 2 1922
Buick Motor Co Flint Mich
Dealers convention held most enthusiastic meeting we ever had all congratulating themselves on being a part of Buick organization they declare the Nineteen Twenty Three Buick line finest ever offered by any factory every man raring to go display rooms crowded with visitors I predict my seventeenth year as Buick distributor will be the biggest I have experienced
F L Macfarland
President MacFarland Auto Co

WESTERN UNION TELEGRAM
RECEIVED AT
BOSTON MASS AUG 2 1922
BUICK FLINT MICH
OUR OPENING IS A SENSATION IN THE INDUSTRY THIS PLACE IS SWARMING WITH DEALERS AND PROSPECTS AND THE STREET IS BLACK WITH CARS HAVE NEVER SEEN SO MUCH ENTHUSIASM BY DEALERS AND PUBLIC IN THE SEVENTEEN YEARS THAT I HAVE HANDLED BUICK CARS
H K NOYES

WESTERN UNION TELEGRAM
RECEIVED AT
ST LOUIS MO AUG 3 1922
BUICK MOTOR CO FLINT MICH
MOST ENTHUSIASTIC DEALERS MEETING WE EVER EXPERIENCED NEW LINE CREATED A SENSATION AND NEW PRICES WERE RECEIVED WITH AMAZEMENT ITS A KNOCKOUT STORE FULL OF PEOPLE IN FACT TAKEN ALTOGETHER HAVE NEVER IN OUR EXPERIENCE SEEN ANYTHING LIKE IT
F W A VESPER

WESTERN UNION TELEGRAM
RECEIVED AT
DETROIT MICH AUG 2 1922
BUICK MOTOR CO FLINT MICH
DEALERS WILDLY ENTHUSIASTIC ABOUT OUR NINETEEN TWENTY THREE LINE AND HAVE INDICATED THEIR BELIEF THAT THIS IS THE GREATEST LINE OF AUTOMOBILES IN AMERICA OVER FOUR THOUSAND PEOPLE VISITED OUR SHOW ROOM YESTERDAY ENDORSING THE WONDERFUL VALUE OF OUR NINETEEN TWENTY THREE LINE BY BUYING AWAY BEYOND OUR EXPECTATIONS
BUICK DETROIT

Lincoln Neb Aug 2 1922
Buick Motor Co Flint Mich
Never in the history of the automobile industry have we seen such enthusiasm and excitement as over the 1923 Buick line dealers act like they have gone crazy and we dont blame them as we are nearly that way ourselves our sales room is crowded with prospects from morning until night and we are keeping open evenings the west has sure gone Buick mad
Nebraska Buick Auto Co-H E Sidles

WESTERN UNION TELEGRAM
RECEIVED AT
MILWAUKEE WISC AUG 2 1922
BUICK MOTOR CO FLINT MICH
DEALERS AND CUSTOMERS OVERWHELMED WITH ENTHUSIASM OVER OUR 1923 LINE SHOW ROOM CROWDED FROM EARLY MORNING UNTIL LATE AT NIGHT ALL INDICATIONS POINT TO THE GREATEST SALE OF BUICK CARS IN OUR HISTORY WE WILL REQUIRE AT LEAST ONE TRAIN LOAD OF CARS EACH WEEK
J H DOWNING

POSTAL TELEGRAPH — COMMERCIAL CABLES
TELEGRAM
Okla City,Okla.,Aug 1,22.
Buick Motor Co Flint,Mich.
Our place has been jammed full of people all day the new line is a big hit in every sense of the word dealers and everybody are enthusiastic and say it is by far the best value on the market and we have yet to find a single dealer or customer who has any criticisms or suggestion to offer
S.S.Lindsey

WESTERN UNION TELEGRAM
RECEIVED AT
WASHINGTON DC AUG 1 1922
BUICK MOTOR CO FLINT MICH
OVER WITH A REGULAR RIOT INTEREST INTENSE SHOWROOMS PACKED WITH PEOPLE MANY ORDERS TAKEN STILL GOING STRONG RUSH SHIPMENTS
LOU LANDICK

WESTERN UNION TELEGRAM
RECEIVED AT
DALLAS TEX AUG 2 1922
BUICK MOTOR CO FLINT MICH
DEALERS AND PUBLIC ENTHUSIASTIC ABOUT NEW LINE SAMPLE ROOM FULL ALL THE TIME WITH INTERESTED VISITORS PRACTICALLY ALL BUYERS
BUICK ATWOOD

WESTERN UNION TELEGRAM
RECEIVED AT
NEW YORK CITY AUG 2 1922
BUICK MOTOR CO FLINT MICH
FROM OPENING TIME TO MIDNIGHT ON TUESDAY AUG 1ST EVERY INCH OF STANDING ROOM IN OUR SALES ROOMS WAS OCCUPIED MORE THAN ELEVEN THOUSAND PEOPLE INSPECTED THE NEW BUICK CARS DEALERS AND THE PUBLIC SPONTANEOUSLY AND UNANIMOUSLY PROCLAIM THE 1923 BUICK TO REPRESENT BEAUTY VALUE AND VARIETY PREVIOUSLY UNKNOWN IN MOTOR CARS OUR RETAIL DEPARTMENT BOOKED SEVENTY FIVE ORDERS WITH DEPOSITS BREAKING BY LARGE MARGIN ALL PREVIOUS ONE DAY SALES RECORDS BUICK FACTORIES CAN NEVER PRODUCE CARS ENOUGH TO MEET THE DEMAND
A G SOUTHWORTH

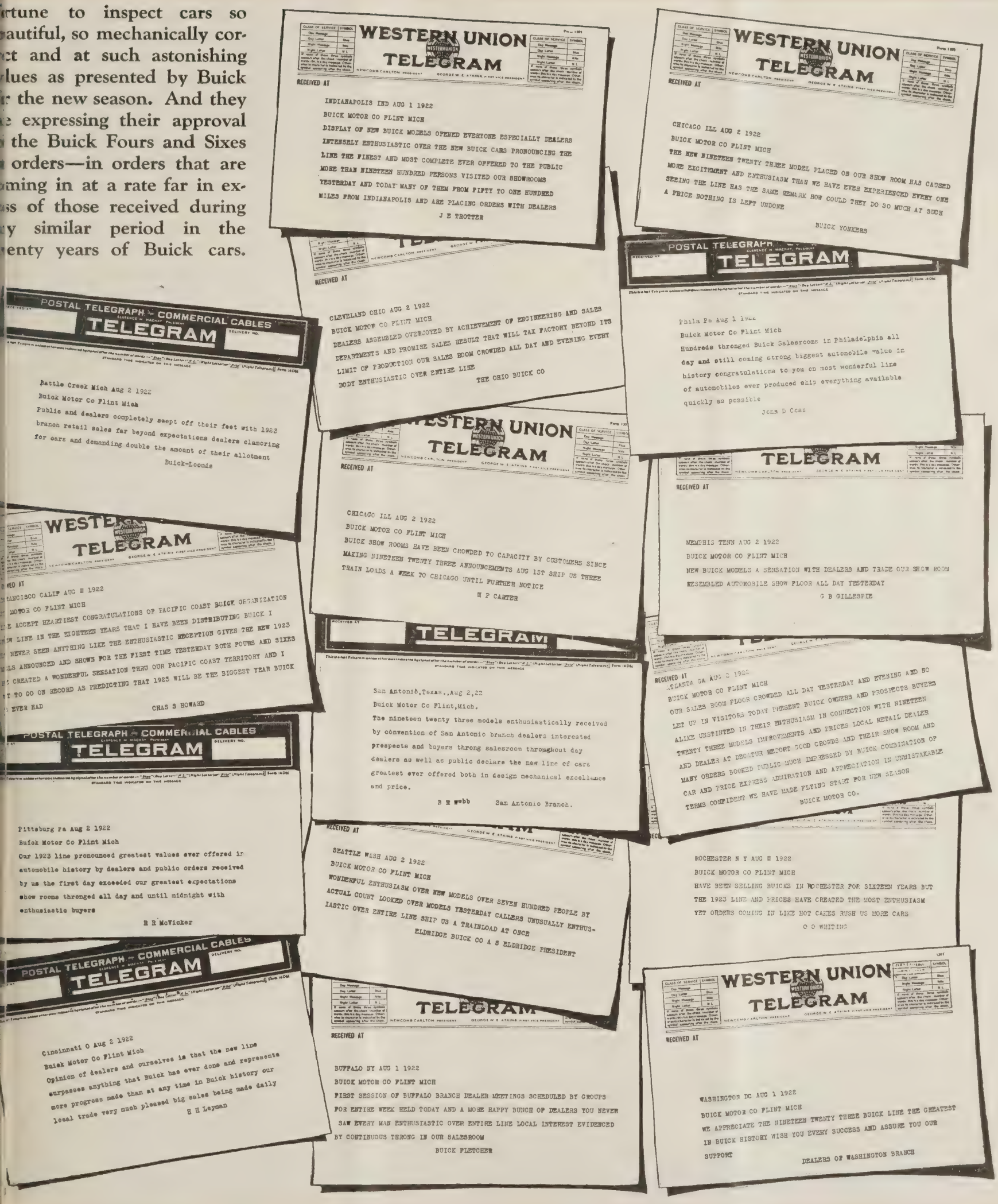
WESTERN UNION TELEGRAM
RECEIVED AT
SAGINAW MICH AUG 2 1922
BUICK MOTOR CO FLINT MICH
NEVER IN THE FOURTEEN YEARS SINCE I HAVE BEEN CONNECTED WITH THE BUICK HAVE I SEEN SUCH INTEREST AND ENTHUSIASM DISPLAYED IN ANY CAR OUR SALES ROOM WAS FILLED FROM SEVEN A M TO ELEVEN THIRTY P M FIFTEEN HUNDRED AND SEVENTY THREE ACTUAL COUNT DAYS SALES EXCEEDED OUR PREVIOUS RECORD BY THREE TO ONE DEALERS ENTHUSIASM ONE HUNDRED PERCENT
GARBER BUICK

WESTERN UNION TELEGRAM
RECEIVED AT
SALT LAKE CITY UTAH AUG 3 1922
BUICK MOTOR CO FLINT MICH
OUR BUICK DEALERS ANNUAL MEETING YESTERDAY DEVELOPED INTO A REGULAR JUBILEE OF ENTHUSIASM WHEN THE NEW MODELS WERE VIEWED AND THE PRICES ANNOUNCED OUR SALESROOM HAS BEEN CROWDED FROM THE FIRST MINUTE WE PUT THE NEW MODELS ON EXHIBITION
A G Randall

WHEN BETTER AUTOMOBILES AR

# and values of the new 1923 Buick line

rtune to inspect cars so autiful, so mechanically cor- ct and at such astonishing lues as presented by Buick r the new season. And they e expressing their approval the Buick Fours and Sixes orders—in orders that are ming in at a rate far in ex- ss of those received during y similar period in the enty years of Buick cars.



WESTERN UNION TELEGRAM

RECEIVED AT

INDIANAPOLIS IND AUG 1 1922
BUICK MOTOR CO FLINT MICH
DISPLAY OF NEW BUICK MODELS OPENED EVERYONE ESPECIALLY DEALERS INTENSELY ENTHUSIASTIC OVER THE NEW BUICK CARS PRONOUNCING THE LINE THE FINEST AND MOST COMPLETE EVER OFFERED TO THE PUBLIC MORE THAN NINETEEN HUNDRED PERSONS VISITED OUR SHOWROOMS YESTERDAY AND TODAY MANY OF THEM FROM FIFTY TO ONE HUNDRED MILES FROM INDIANAPOLIS AND ARE PLACING ORDERS WITH DEALERS
J E TROTTER

WESTERN UNION TELEGRAM

RECEIVED AT

CHICAGO ILL AUG 2 1922
BUICK MOTOR CO FLINT MICH
THE NEW NINETEEN TWENTY THREE MODEL PLACED ON OUR SHOW ROOM HAS CAUSED MORE EXCITEMENT AND ENTHUSIASM THAN WE HAVE EVER EXPERIENCED EVERY ONE SEEING THE LINE HAS THE SAME REMARK HOW COULD THEY DO SO MUCH AT SUCH A PRICE NOTHING IS LEFT UNDONE
BUICK YONKERS

POSTAL TELEGRAPH COMMERCIAL CABLES TELEGRAM

RECEIVED AT

CLEVELAND OHIO AUG 2 1922
BUICK MOTOR CO FLINT MICH
DEALERS ASSEMBLED OVERJOYED BY ACHIEVEMENT OF ENGINEERING AND SALES DEPARTMENTS AND PROMISE SALES RESULT THAT WILL TAX FACTORY BEYOND ITS LIMIT OF PRODUCTION OUR SALES ROOM CROWDED ALL DAY AND EVENING EVERY BODY ENTHUSIASTIC OVER ENTIRE LINE
THE OHIO BUICK CO

POSTAL TELEGRAPH TELEGRAM

RECEIVED AT

Phila Pa Aug 1 1922
Buick Motor Co Flint Mich
Hundreds thronged Buick Salesrooms in Philadelphia all day and still coming strong biggest automobile value in history congratulations to you on most wonderful line of automobiles ever produced ship everything available quickly as possible
John D Ross

POSTAL TELEGRAPH COMMERCIAL CABLES TELEGRAM

Battle Creek Mich Aug 2 1922
Buick Motor Co Flint Mich
Public and dealers completely swept off their feet with 1923 branch retail sales far beyond expectations dealers clamoring for cars and demanding double the amount of their allotment
Buick-Loomis

WESTERN UNION TELEGRAM

RECEIVED AT

CHICAGO ILL AUG 2 1922
BUICK MOTOR CO FLINT MICH
BUICK SHOW ROOMS HAVE BEEN CROWDED TO CAPACITY BY CUSTOMERS SINCE MAKING NINETEEN TWENTY THREE ANNOUNCEMENTS AUG 1ST SHIP US THREE TRAIN LOADS A WEEK TO CHICAGO UNTIL FURTHER NOTICE
W P CARTER

TELEGRAM

RECEIVED AT

MEMPHIS TENN AUG 2 1922
BUICK MOTOR CO FLINT MICH
NEW BUICK MODELS A SENSATION WITH DEALERS AND TRADE OUR SHOW ROOM RESEMBLED AUTOMOBILE SHOW FLOOR ALL DAY YESTERDAY
G B GILLESPIE

WESTERN UNION TELEGRAM

RECEIVED AT

SAN FRANCISCO CALIF AUG 2 1922
BUICK MOTOR CO FLINT MICH
WE ACCEPT HEARTIEST CONGRATULATIONS OF PACIFIC COAST BUICK ORGANIZATION ON LINE IN THE EIGHTEEN YEARS THAT I HAVE BEEN DISTRIBUTING BUICK I NEVER SAW ANYTHING LIKE THE ENTHUSIASTIC RECEPTION GIVEN THE NEW 1923 MODELS ANNOUNCED AND SHOWN FOR THE FIRST TIME YESTERDAY BOTH FOURS AND SIXES CREATED A WONDERFUL SENSATION THRU OUR PACIFIC COAST TERRITORY AND I AM TO GO ON RECORD AS PREDICTING THAT 1923 WILL BE THE BIGGEST YEAR BUICK EVER HAD
CHAS S HOWARD

TELEGRAM

RECEIVED AT

San Antonio,Texas.,Aug 2,22
Buick Motor Co Flint,Mich.
The nineteen twenty three models enthusiastically received by convention of San Antonio branch dealers interested prespects and buyers throng salesroom throughout day dealers as well as public declare the new line of cars greatest ever offered both in design mechanical excellence and price.
B H Webb San Antonio Branch.

TELEGRAM

RECEIVED AT

ATLANTA GA AUG 2 1922
BUICK MOTOR CO FLINT MICH
OUR SALES ROOM FLOOR CROWDED ALL DAY YESTERDAY AND EVENING AND NO LET UP IN VISITORS TODAY PRESENT BUICK OWNERS AND PROSPECTS BUYERS ALIKE UNSTINTED IN THEIR ENTHUSIASM IN CONNECTION WITH NINETEEN TWENTY THREE MODELS IMPROVEMENTS AND PRICES LOCAL RETAIL DEALER AND DEALER AT DECATUR REPORT GOOD CROWDS AND THEIR SHOW ROOM AND MANY ORDERS BOOKED PUBLIC MUCH IMPRESSED BY BUICK COMBINATION OF CAR AND PRICE EXPRESS ADMIRATION AND APPRECIATION IN UNMISTAKABLE TERMS CONFIDENT WE HAVE MADE FLYING START FOR NEW SEASON
BUICK MOTOR CO.

POSTAL TELEGRAPH COMMERCIAL CABLES TELEGRAM

Pittsburg Pa Aug 2 1922
Buick Motor Co Flint Mich
Our 1923 line pronounced greatest values ever offered in automobile history by dealers and public orders received by us the first day exceeded our greatest expectations show rooms thronged all day and until midnight with enthusiastic buyers
H R McVicker

TELEGRAM

RECEIVED AT

SEATTLE WASH AUG 2 1922
BUICK MOTOR CO FLINT MICH
WONDERFUL ENTHUSIASM OVER NEW MODELS OVER SEVEN HUNDRED PEOPLE BY ACTUAL COUNT LOOKED OVER MODELS YESTERDAY CALLERS UNUSUALLY ENTHUSIASTIC OVER ENTIRE LINE SHIP US A TRAINLOAD AT ONCE
ELDRIDGE BUICK CO A S ELDRIDGE PRESIDENT

ROCHESTER N Y AUG 2 1922
BUICK MOTOR CO FLINT MICH
HAVE BEEN SELLING BUICKS IN ROCHESTER FOR SIXTEEN YEARS BUT THE 1923 LINE AND PRICES HAVE CREATED THE MOST ENTHUSIASM YET ORDERS COMING IN LIKE HOT CAKES RUSH US MORE CARS
O O WHITING

POSTAL TELEGRAPH COMMERCIAL CABLES TELEGRAM

Cincinnati O Aug 2 1922
Buick Motor Co Flint Mich
Opinion of dealers and ourselves is that the new line surpasses anything that Buick has ever done and represents more progress made than at any time in Buick history our local trade very much pleased big sales being made daily
H H Leyman

TELEGRAM

RECEIVED AT

BUFFALO NY AUG 1 1922
BUICK MOTOR CO FLINT MICH
FIRST SESSION OF BUFFALO BRANCH DEALER MEETINGS SCHEDULED BY GROUPS FOR ENTIRE WEEK HELD TODAY AND A MORE HAPPY BUNCH OF DEALERS YOU NEVER SAW EVERY MAN ENTHUSIASTIC OVER ENTIRE LINE LOCAL INTEREST EVIDENCED BY CONTINUOUS THRONG IN OUR SALESROOM
BUICK FLETCHER

WESTERN UNION TELEGRAM

RECEIVED AT

WASHINGTON DC AUG 1 1922
BUICK MOTOR CO FLINT MICH
WE APPRECIATE THE NINETEEN TWENTY THREE BUICK LINE THE GREATEST IN BUICK HISTORY WISH YOU EVERY SUCCESS AND ASSURE YOU OUR SUPPORT
DEALERS OF WASHINGTON BRANCH

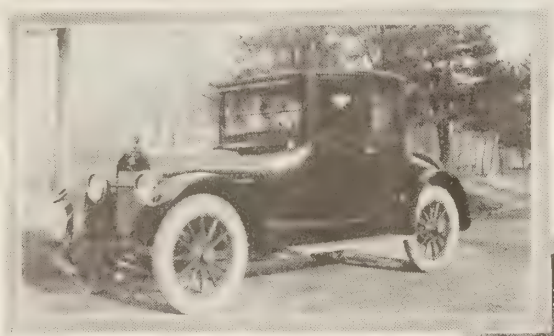
# BUILT, BUICK WILL BUILD THEM

# Consistent Performance for Years Gives Promise of Excellent Service in the New 1923 Buick

THE consistent performance of Buick cars for a score of years serves to indicate the great things that may be expected of the new 1923 cars which, incorporating the practices that have made Buick noteworthy in other seasons, have been brought to a point of development far surpassing in design and mechanical excellence anything Buick has previously offered the motoring public

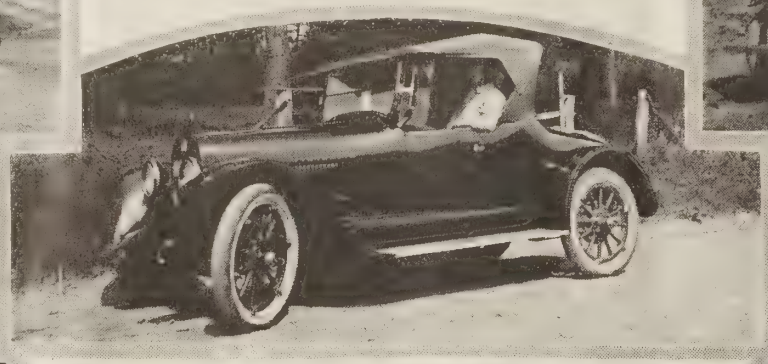
"IF my Buick ever does wear out, you may be sure that I will replace it with another Buick," writes Ray Talley, of Randelman, North Carolina

"OUR Buick is always a source of delight to the entire family," writes Mrs. Merrill Bernbrock, of Oklahoma City, Oklahoma



"I LIKE everything about my Buick coupe. It simply is fine," writes Mrs. E. Kapus, of St. Joseph, Missouri

"MY Buick is the only car that has never failed me under the worst road or weather conditions," writes Rex Snelgrove, of Peterboro, Ontario

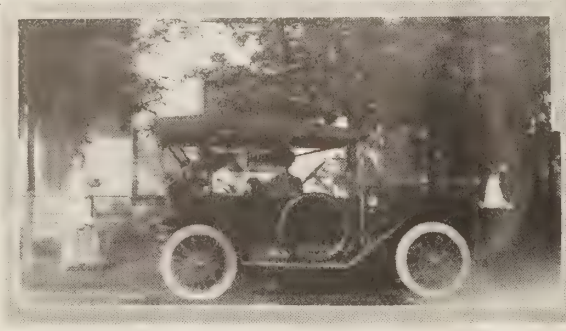


STARTING in 1918 as a Buick owner, "Pop" Walters, of O'Fallon, Illinois, a former baseball player of note, is now a confirmed Buick driver. He says Buick performance leaves nothing to be desired

BECAUSE of its simplicity and reliability, there is no car like his Buick is the belief of Mr. Enterline, of Clarion, Pennsylvania

THIS 1910 Buick has been driven continuously since its purchase. Its present owner, A. S. Watson, of Baltimore, Maryland, has driven it 11,000 miles since June, 1921. Its excellent mechanical condition is evidence of Buick engineering and manufacturing skill

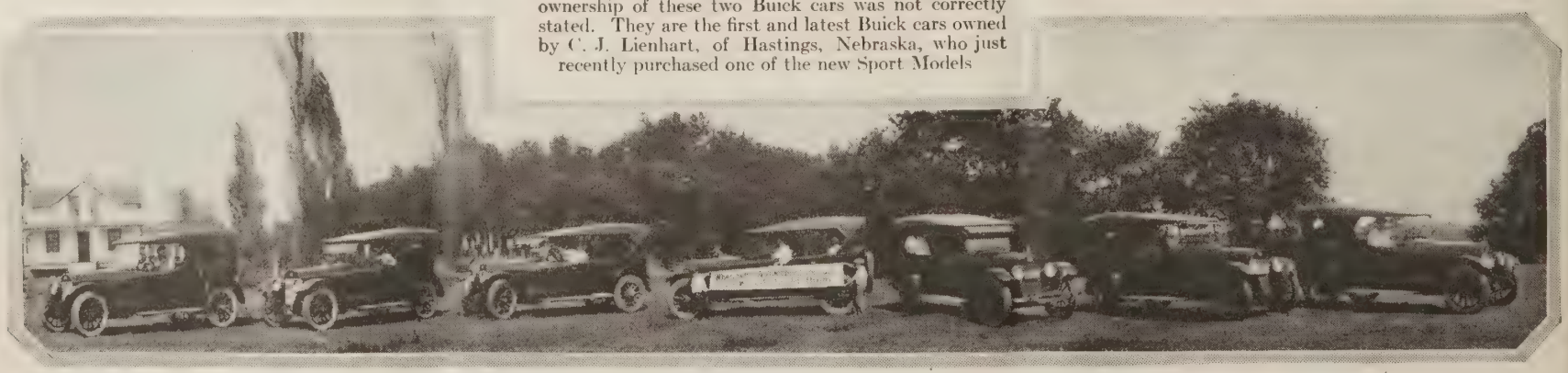
"NO DAY too long, no place too far, no road too rough, no hill too high with Buick, the car of satisfaction," writes S. B. Post, of Syracuse, New York



THIS is a view of the first Buick owned by Mr. and Mrs. George Weithaus, of Burlington, Wisconsin. A 22-Six-48 coupe is their latest possession and they say they would not part with it

"I AM certainly pleased with Buick operation and comfort," says Mrs. W. M. Balduff, of Fairfax, Oklahoma

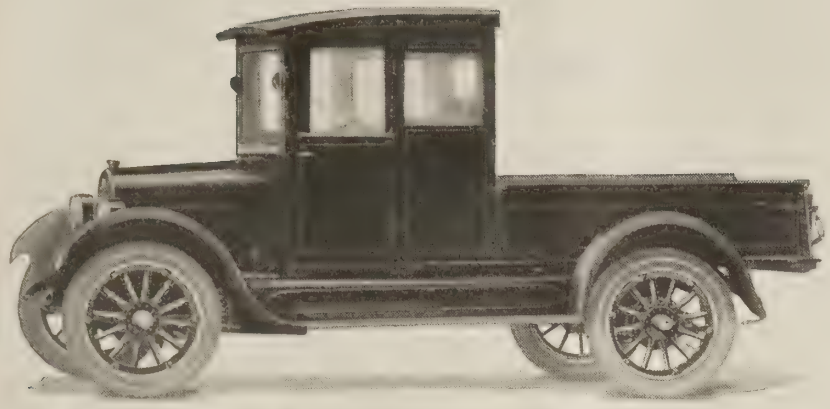
THROUGH an editorial error in our July issue, the ownership of these two Buick cars was not correctly stated. They are the first and latest Buick cars owned by C. J. Lienhart, of Hastings, Nebraska, who just recently purchased one of the new Sport Models



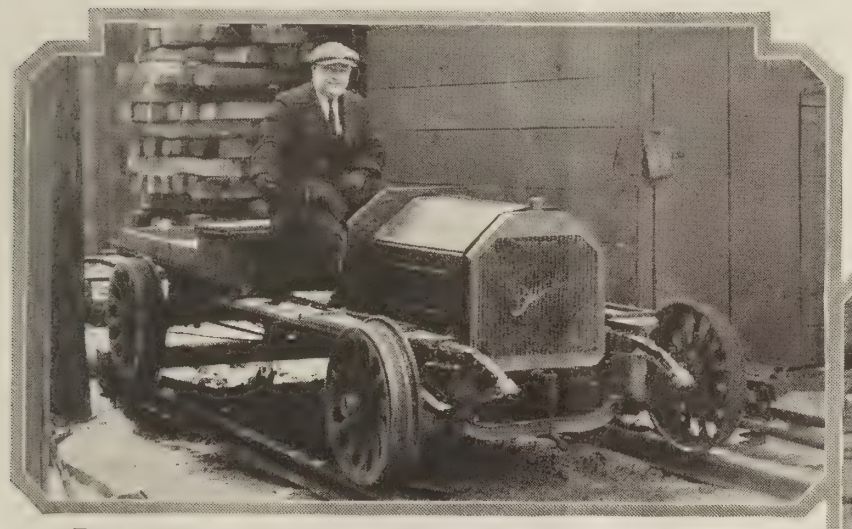
HERE we see seven 1921 and 1922 Buick cars in one family at O'Fallon, Illinois. The owners are Mrs. Augusta Williard, Mrs. Dora Williard Funk, and Messrs. George, Napoleon, Edward, Joseph and Fritz Williard. The Williard family owns and operates the Eureka Range Company. These are the second Buick cars owned by members of the family

# Buick Cars Find Many Uses in Commercial Field

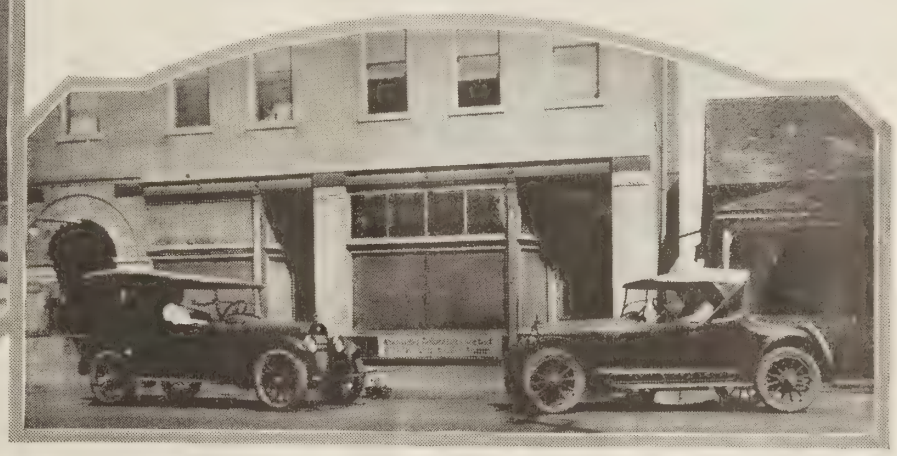
BECAUSE of the efficient design and sound construction of Buick cars, many of them are adapted to commercial purposes, in which it is found they serve with economy and reliability. Due to the demand for characteristic Buick transportation in this field, the line for 1923 includes a Special Delivery, which, offered in six body styles, is outstanding in its fitness to meet the practical and exacting needs of the busy merchant or farmer



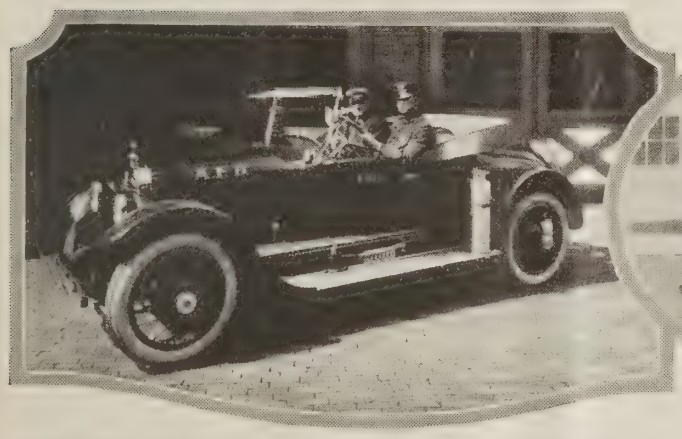
WITH its sturdy body, comfortable cab and the excellence of Buick mechanical design and construction, this Special Delivery is one of the six models built particularly to meet the needs of commercial transportation. The Buick Special Delivery is extremely simple in design and operation; it is genuinely economical from every standpoint; it is both powerful and reliable and it is finished and equipped throughout with the best of materials and workmanship



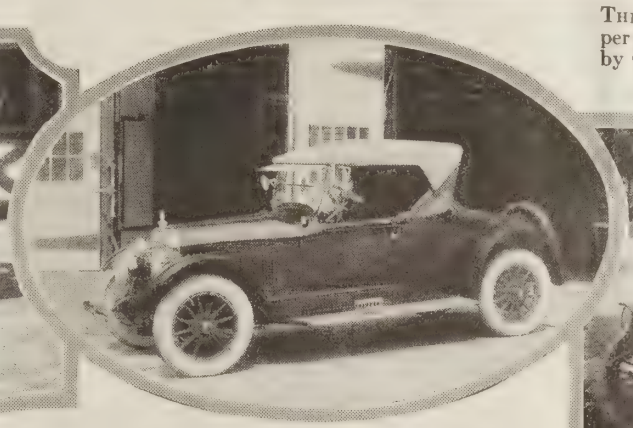
THIS section car on the railroad at Clarion, Pennsylvania, is really a Buick Model 17. Because of its reliability and power, it is used whenever there is a rush call



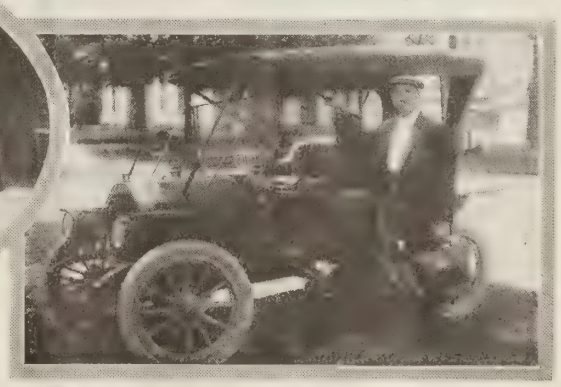
THE mail delivery service of O'Fallon, Illinois, is 100 per cent Buick equipped. These two Buicks are driven by Charles and Claude Schlidknecht, who say the cars operate with a minimum of expense



ASIDE from its many personal adaptations, the new Model 54 Special Roadster is becoming the favorite of fire department chiefs everywhere. Because of its mechanical excellence, size and dependability, it is remarkably fitted for such duties. This one, refinished to conform with the city equipment, is the pride not only of the fire chief but of the entire city of Alliance, Ohio



IN Flint, where Buick cars are built, Chief Ed Price, of the fire department, is another proud driver of a Model 54. As in so many other communities, its efficiency and beauty are points of frequent comment



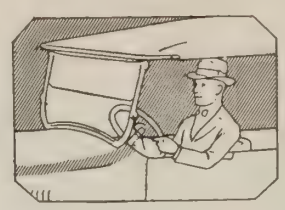
HERE is one of the older Buick cars still serving regularly and faithfully its owner, George Chatfield, of Wilton Junction, Wisconsin. Mr. Chatfield is one of the district managers of the Frost Engine Company

IN Selma, Alabama, J. and J. S. Breslin, funeral directors, have standardized on Buick equipment because of the Buick characteristic qualities of ease of operation, riding comfort and flexibility

A BUICK owner for nine years, Lee J. Wilbur, funeral director of Romeo, Michigan, now uses Buick cars as his motor equipment because he knows of the service he may expect

# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars



## Adjustment of Push Rods

PROPER adjustment of the push rods is an important factor in the efficient operation of any gasoline motor. The push rods control the opening and closing of the valves, and if the adjustment of the push rods is so tight that the valves are not allowed to close completely, it is certain that the motor's performance will be impaired.

If the valves are lashed too closely, as occurs when the push rod adjustment is not correct, the motor will lack speed and power.

The right amount of valve clearance for Buick motors is given in the several reference books covering the various models. The correct amount of clearance has been determined by Buick engineers, and the instructions for valve lashing as applied to the various models should be observed.

Many owners, in adjusting the push rods, fail to leave a sufficient amount of clearance to allow the valves to close and then complain if the motor does not operate smoothly. When valves are lashed so tightly that they do not completely close, a white-hot flame is driven under the partially open valve at the time of explosion with the result that the valve seat is badly burned. If this action continues for some time the burning progresses to a point where the valves cannot close tightly even though the proper clearance be restored. It then becomes necessary to regrind the valves to restore the original smooth contact between the valve and its seat.

Lashing of the motor, or adjusting the push rods, is a simple operation when one knows how it should be done, and if they are properly adjusted and the check nuts securely set, they will not require readjusting often in order to insure a quiet-running, efficiently operating motor. Before attempting to adjust the push rods, the reference book should be referred to and instructions followed, or better yet, have the adjustment made at a Buick Authorized Service Station by a competent mechanic.

*Everybody knows*

*Valve-in-Head means Buick*

# Owners Everywhere Praise Buick Quality and Performance

### Easiest for Driving and Riding

I HAVE driven my Buick Roadster, Model 22-Six-44, 2800 miles and find it one of the easiest driving, easiest riding cars on the road.

"As for enjoyable trips, I have made two trips to Julesburg, 127 miles each, one trip to a Lodge convention at Holyoke, 130 miles, and several to Fort Collins and Denver, all enjoyable," writes Charles W. Stocker, of Sterling, Colorado.

### Through 27 Miles of Bad Roads

ON a recent trip in our 1917 Buick we encountered 27 miles of bad roads. In one place the mud was so deep that the running boards dragged on the ground, but we went through in fine shape, while others required horses to pull them out," writes Will Taylor, of the Globe Automatic Sprinkler Company, Wheeling, West Virginia.

## The Iliad of the Oyster

*(Continued from page 4)*

Incidentally, she smashed Probably Arboreal's toe.

He sat up in pained surprise. Unthinkingly, as you and I would put a hurt finger into our mouth, he put his crushed toe into his mouth. At that period of man's history the trick was not difficult. And then . . . !

A beatific smile spread over his face! Man had tasted the oyster!

* * *

In half an hour, mankind was plunging into the waves searching for oysters. The oyster's doom was sealed. He had been tasted and found good. He would never again battle for supremacy. Meekly he yielded to his fate. He is food to this day.

Parrot Feathers and Probably Arboreal were married after breakfast. On the toes of their first child were ten cunning, diminutive oyster shells. Mankind, up to that time, had had sharp toe-nails like the claws of a bird. But the flat, shell-like toe-nails, the symbols of man's triumph over the oyster, were inherited from the children of this happy couple.

They persist to this day.

### Easy on Gasoline and Oil

I READ with a good deal of pleasure THE BUICK BULLETIN which you mail me," writes C. B. Davis, of Scotia, New York.

"Perhaps you would be interested in a few facts about my present Buick E-Six-44 which I purchased in August, 1917. I am still using as a spare one of the original tires, which has run 18,000 miles. The original battery dated June 15, 1917 is still on the job and has never failed to 'turn her over.' I can get 20 miles to the gallon of gas in any long trip and my oil consumption is so low it almost scares me at times."

### Best Value for the Money

I HAVE my third Buick Six—a 1922 Coupe—and I consider it the best value for the money, because it gives less trouble, costs less in upkeep and repairs than any other car in its class," writes Walter E. King, of The Walter E. King Co., Cincinnati, Ohio.

"When you press your foot she is off and gone, winter or summer, and will always get you there and bring you back.

"The Buick I had before did not cost me $50 in repairs the four years I drove it."

*Authorized*

*Buick Dealer Service*

EVERY BUICK Valve-in-Head owner is entitled to and will receive prompt and efficient service—the kind that will insure him the uninterrupted use of his investment. No matter where you go, there is a Buick branch or a Buick dealer close at hand prepared to give you intelligent attention

### Condition of Car is Good

OUR Buick was bought as a used car from the Du Pont Engineering Company, who had used it at Flint, Michigan, on the big housing proposition for the General Motors Corporation," writes James H. Hutchison, of Wilmington, Delaware.

"The speedometer reading at the time the car was delivered to the Delaware School Auxiliary Association was 14,900 and we were informed that 600 miles had not been registered; making an approximate mileage of 15,500 at the time the car was delivered.

"Since December 5, 1920, the car has been used in the building operations of the Delaware School Auxiliary Association and to date has been driven more than 31,500 miles in this service. The general condition of the car is good."

### Driving a Pleasure, Indeed

THE writer has been in the automobile industry for the past 20 years and understands the real worth of the workings of the motor. I have had many cars and will say that per weight, per price, there isn't a car that has anything on the Buick Special Roadster we purchased some little time ago. This car was selected and approved by the American Automobile Association of Washington, D. C., with my recommendation," writes A. Jacquet Johnson, president of the Cedar Rapids Motoring Ass'n., Cedar Rapids, Iowa.

"At all times we are on the highways both day and night, and the wonderful response this Buick gives makes driving a pleasure, indeed."

### Without Interruption in Service

WE have a Model K-Six-45 Buick, purchased in April, 1920. I have driven this car about 20,000 miles, having made two round trips to St. Petersburg, Florida," writes Charles Burdick, of Flint, Michigan.

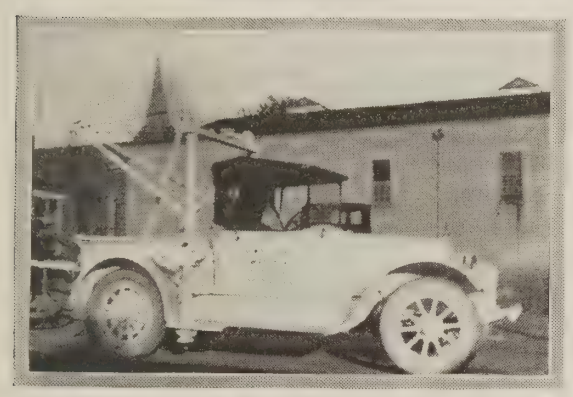
"This car has made this total mileage without any breakdown of any kind or any interruption in service. It has never required any replacements of more than minor importance and it has never been in a garage for repairs, being in constant service every day since it was built."

Emblem of Satisfaction

# Value of the New Buick for 1923 Enhanced by Complete Service Organization

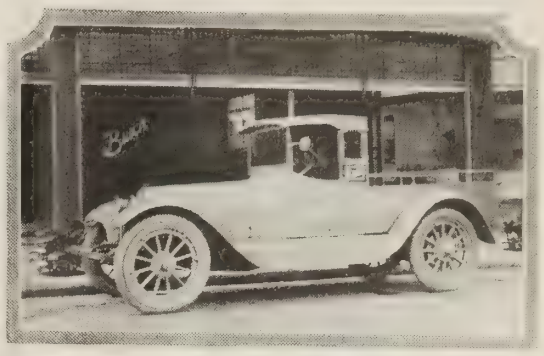
Emblem of Satisfaction

In Miami, Oklahoma, Lee Thorpe, of the Jefferson Highway Garage, has made this special service car of a K-Six-45 Buick



One of the advantages offered Buick owners touring south is the availability of Buick service all along their route. This is the service car of the Bosworth Garage, Buick dealers in Anniston, Alabama

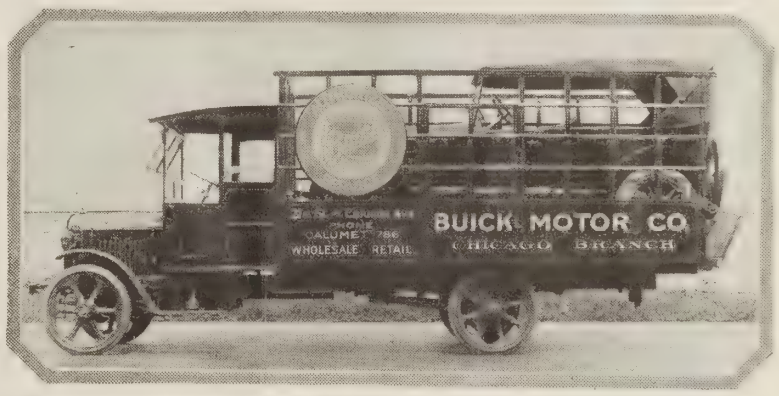
THE completeness of Buick service stations everywhere is of significance to Buick owners. W. G. Schneider, of El Paso, Texas, writes: "While making a trip from El Paso to Chicago and return, I stopped at the different Buick service stations along the line and I want to congratulate you on your representatives, especially the one at Roswell, New Mexico. Nothing in his place is too good for a Buick owner and he is only too glad to help the tourist in any way, not only in regard to the car but in many personal ways. This is what I call real Buick service." An important part of dealer equipment is the service car, equipped to aid the owner in an emergency



This attractive and efficient service car is operated by the Waddell-Buick Company, of Anderson, Indiana

The San Antonio branch of the Buick Motor Company has this special service car as part of its equipment in serving Buick dealers and owners

Another attractive service car is this one, which is part of the equipment of the Meigs County Buick Company, Pomeroy, Ohio




This truck operated by the Chicago branch of the Buick Motor Company is designed to serve double purposes; to move freight for the branch and to move cars between the dealers and the branch service station. It is particulary efficient in both tasks and is typical of the branch's effort to make Buick service of real significance in Chicago

Here is the service car, mechanical force and sales staff of the W.T. Smith Company, Buick dealers at Charleston, South Carolina, an organization that is maintaining Buick reputation in its territory

This D-55 Buick, now a service car, has covered 160,000 miles. It is operated by the Ann Arbor Buick Sales Company, of Ann Arbor, Michigan

Made from 1918 Buick cars, these two service cars of the Caldwell Buick Company, Nashville, Tennessee, are prepared to give Buick owners capable and prompt service

# Owner Experiences that Establish Buick Worth

## Excels in Power and Riding Qualities

THE many interesting accounts of other Buick owners' experiences in THE BUICK BULLETIN prompt me to give you some of the reasons why I always drive Buick cars," writes Henry G. Herbert, cashier of the First National Bank, Bound Brook, New Jersey.

"Probably the best reason is that when I start for a place I have implicit confidence that I will get there and back without trouble of any kind, no matter what the conditions are. The Buicks owned and driven by me with the approximate mileage of each model are as follows:

| | |
|---|---|
| Model 10 | 23,200 miles |
| Model 31 | 19,700 miles |
| Model C-55 | 33,600 miles |
| Model K-Six-47 | 13,900 miles |
| Model 22-Six-48, to date | 3,700 miles |

"Last summer some friends and I visited Quebec, making the 635 miles in three easy stages of about 210 miles each, stopping the first night at Bennington, Vermont, the second at Derby Line, Vermont, and reaching Chateau Frontenac, Quebec, Canada, the third afternoon. After spending three days visiting points of interest within a radius of 50 miles of our hotel, we returned through Maine and the eastern states, visiting Augusta, Portland, Boston, Providence, Narragansett Pier, New Haven, New York and then to Bound Brook. This proved a most delightful trip without the slightest trouble of any kind and is but a duplicate of many longer trips on which we experienced no mechanical trouble whatsoever.

"This spring Mrs. Herbert fell in love with Model 48 but I was loath to part with my K-Six-47 as it was so very satisfactory in every respect, especially its power on hills, but after being prevailed upon to make the exchange I am free to say she picked a winner as my new car excels in 'pep,' quietness, power and riding qualities.

"Buick, a car of uninterrupted service year in and year out, is the car for me."

## An Unexpected Luxury

I AM now using my second Buick, a five-passenger Sedan. I had been using a Buick five-passenger Touring Car for two years, running it more than 30,000 miles," writes Dr. R. Schiffmann, of Pasadena, California.

"It certainly had a wonderful engine and the upkeep was astonishingly low. In going to my ranch in the San Joaquin Valley I could easily make 200 miles on one filling of gas and no overheating. During a snow storm in the mountains last winter, the Buick Sedan was the only car that didn't mind the snowdrift, and we pulled other cars out of the drifts and soft mud. Riding in the Buick Sedan through snow and storm, as we did, was a new and hitherto unexpected luxury.

"This Sedan, for economy in gas and upkeep, ease of riding, has all the larger cars I have heretofore owned beat to a frazzle."

## Plowing Through "Gumbo"

THE Buick Four behaved splendidly on our trip to Winnipeg and we came all the way with very trifling mishaps," writes H. E. Allen, of Treherne, Manitoba.

"In North Dakota, above Grand Forks, after plowing through 20 miles of 'gumbo' we camped till the rain was over. The Buick showed what she could do by pulling under her own power."

## Winning a Slow Race with a Buick

SPEED contests were once quite the thing, but now they have what they call slow races. In Ellensburg, Washington, recently they held a slow race, which was easily won by Mrs. J. Leo Stevens, driving a Buick touring. The course was 760 feet long with a grade to climb in the last 200 feet. Mrs. Stevens made this course in five minutes and 35 seconds, so slowly could she throttle her well-balanced Buick Valve-in-Head motor. The car was a stock model and no special adjustments were made. In addition to this contest, Mrs. Stevens also won the driving contest, being awarded the loving cup with which she is seen in this illustration.

## Doing the "Impossible" in a Buick

I CERTAINLY was pleased with my Buick 21-Six-44 on my recent trip to Miami and Tampa, Florida, and return," writes Oscar F. Friend, of Chicago.

"We left Chicago, went south by way of Indianapolis, Louisville, Nashville, Atlanta; Huntsville, Alabama; Macon, Georgia; Jacksonville, Florida; Daytona, Florida, and then to Miami. On the way down everything went fine until we reached Cave City, Kentucky. Here they all warned us of broken springs in the next 20 miles, but the Buick went through without trouble.

"Then we had four days of rain and mountain streams turned into fast flowing rivers, which covered the roads for blocks. In some places where we went through these rivers the water was over the top of the wheels. It came in under the floor boards where the pedals pass through. We even got water in our crankcase and still our motor did not even miss. We saw various other cars stalled in these streams or being pulled through, but our Buick 21-44 went through on its own power. From here on it was hard pulling most of the time. Our wheels were in mud up to the hubs but nothing seemed to be able to stop a Buick.

"On a 28-mile stretch of sand in Florida they had seven trucks and tractors patroling the road day and night to pull the cars out, but we didn't need them.

"From Miami, Florida, we went to Tampa and then back to Jacksonville and then up to Chattanooga, Tennessee. Here we had to go over a mountain that was said to be almost impassable in dry weather and in wet weather nothing could go over. It rained all the day we went over. It was six miles up the grade to Mounteagle and 12 miles along the ridge to Swanee, through mud and around boulders as big as a bushel basket to dodge. They say it takes from five to seven days to make this trip of 18 miles, but our Buick did it in three and one-half hours. From here we followed the same road back as coming down.

"On the whole trip we did not spend one penny for repairs. All we had to do was fill the car with gas and oil and once in a while turn grease cups.

"Think of it, to Miami, Florida, and back, 3500 miles in mid-winter and rainy season when roads are at their worst and we did not have a bit of work done to our Buick. It used to be my motto 'Where other cars can go Buick will go too.' but now it is 'Where other cars can't go, a Buick will go.'

"This is my second Buick and as long as Buick cars are built I will never use anything but a Buick."

## Value Cannot be Equaled

SINCE 1898 we have owned and operated many makes of cars, and we are all of the opinion that Buick value and reliability cannot be equaled. Our first Buick became a member of the family in 1910. At present we have a Model 22-Six-47, and can't praise it enough. Wishing you continued success in the future," writes Thomas J. Falls, of Milford, Connecticut.

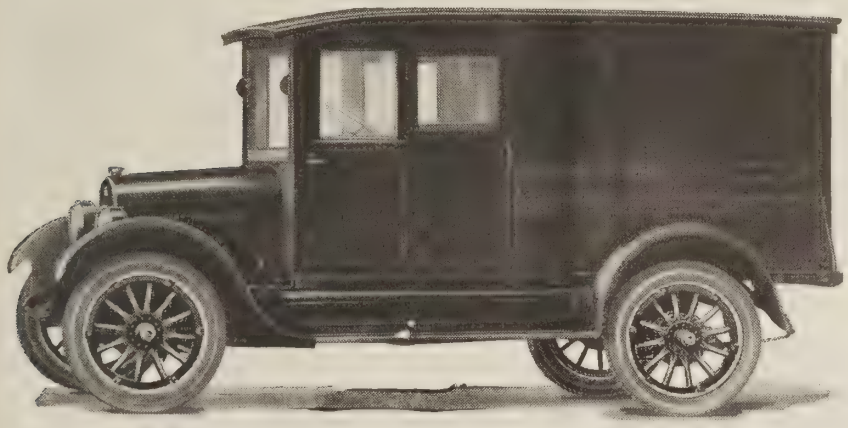
## Without a Particle of Trouble

FOR your information, will state I have an E-Six-49, 1918, seven-passenger Buick which has been driven 25,000 miles without a particle of trouble," writes A. H. Taylor, Chief Clerk to Supt., Southern Railway Company, Greenville, South Carolina.

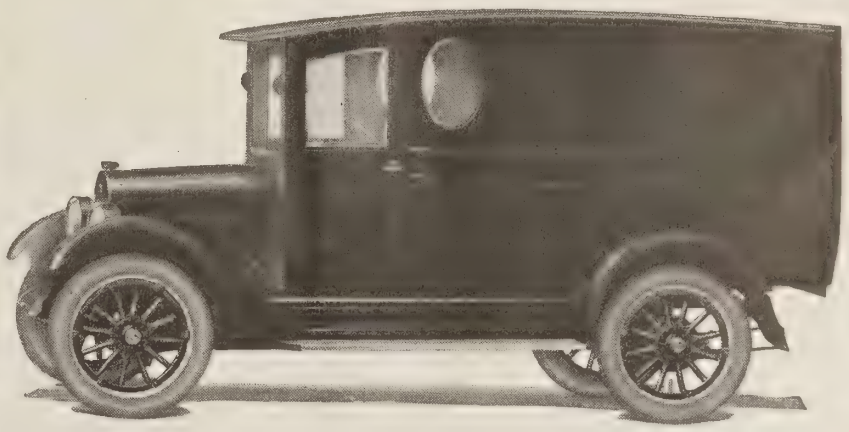
# Same Remarkable Buick Values Found in New Special Delivery

*Open Express Body with Cab Complete—$840*

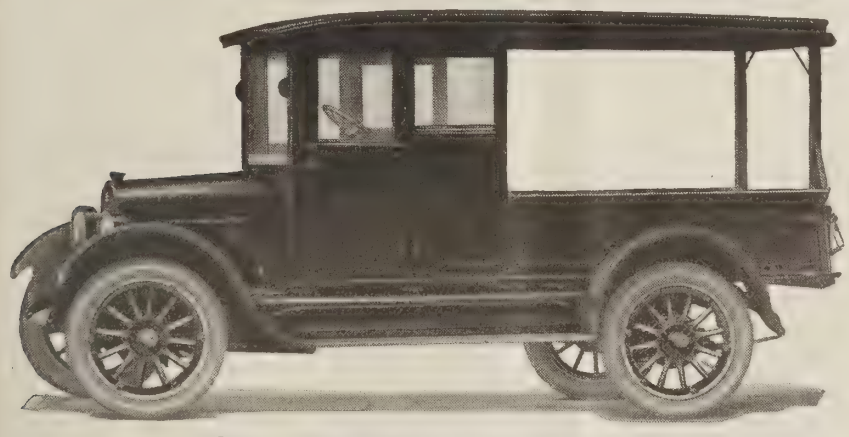
*Canopy Top with Screen Sides Complete—$875*



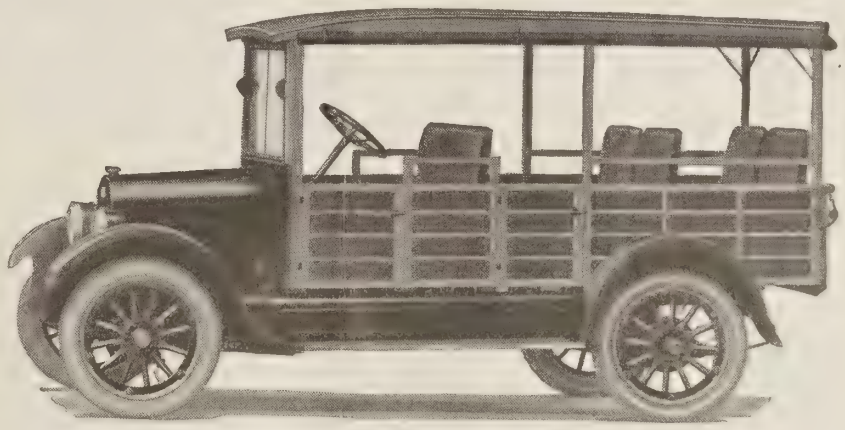
*Steel Panel Body with Cab Complete—$860*



*De Luxe Panel Body Complete—$960*



*Canopy Top Delivery Complete—$855*



*Combination Passenger and Express Complete—$935*

As in the case of the passenger models, the Buick Special Delivery has been redesigned to make it better and more efficient in every department of motoring service. These changes include virtually all the important units of the car. The bodies have also been improved in appearance and in construction.

Any one of the six body styles is generous in its roominess and is finished and equipped throughout with the best of materials and workmanship.

And combined with the good qualities of the Buick chassis, each is genuinely economical from every standpoint.

*All prices f. o. b. Flint, Michigan*

Ask about the G. M. A. C. Purchase Plan which provides for Deferred Payments

**Buick Motor Company, Flint, Michigan**

*Division of General Motors Corporation*

Pioneer Builders of Valve-in-Head Motor Cars

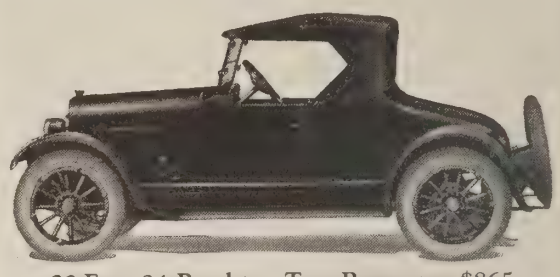
*Branches in All Principal Cities—Dealers Everywhere*

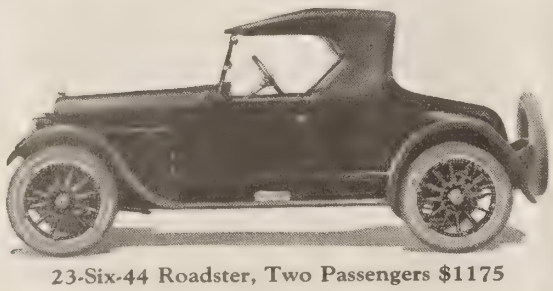
# Fourteen Distinctive Models
# Fourteen Unequaled Values

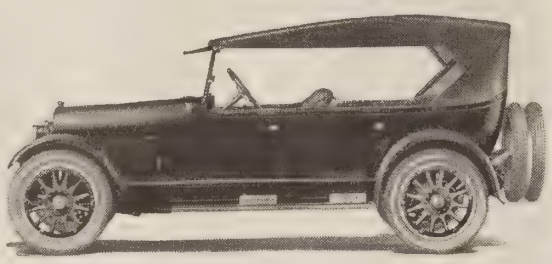
*Never in its twenty years of successful manufacturing and merchandising has Buick offered such remarkable values as found in the fourteen models for 1923*

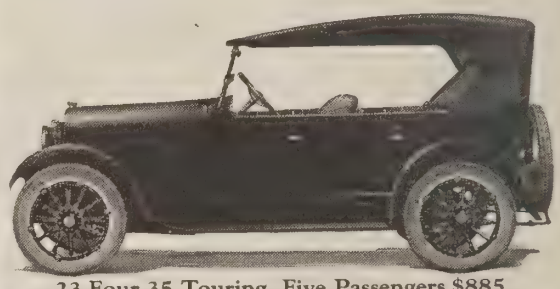
23-Six-41 Touring Sedan, Five Passengers $1935

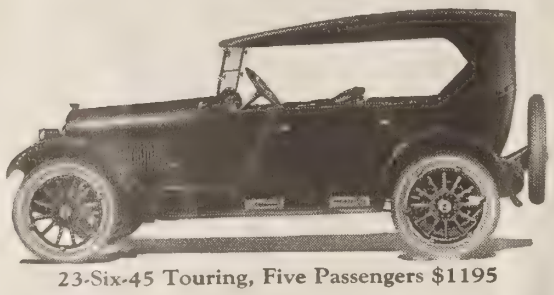
Redesigned, yet fundamentally Buick in the principles that have contributed to Buick success, the new cars for 1923 represent the latest practices of seasoned designers and engineers who for years have devoted their best efforts to Buick development

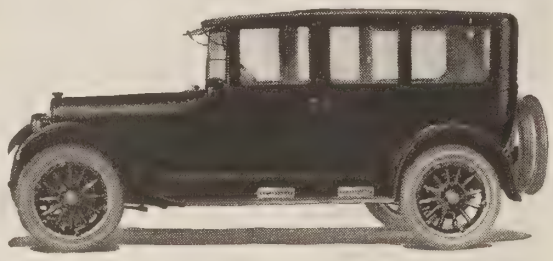

23-Four-34 Roadster, Two Passengers $865

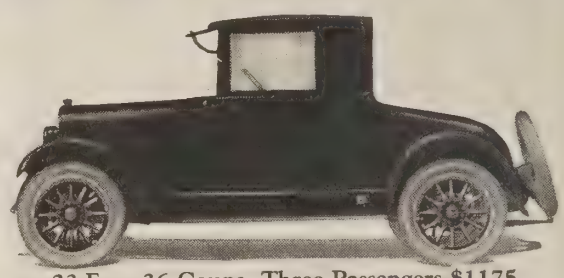

23-Six-44 Roadster, Two Passengers $1175

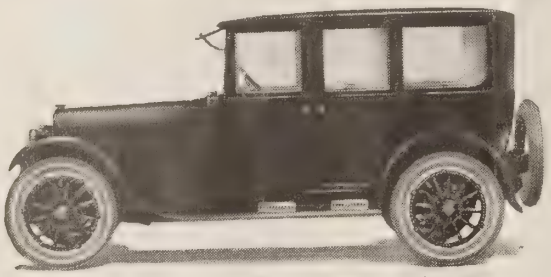

23-Six-49 Touring, Seven Passengers $1435

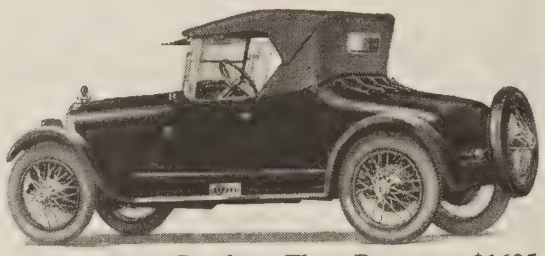

23-Four-35 Touring, Five Passengers $885

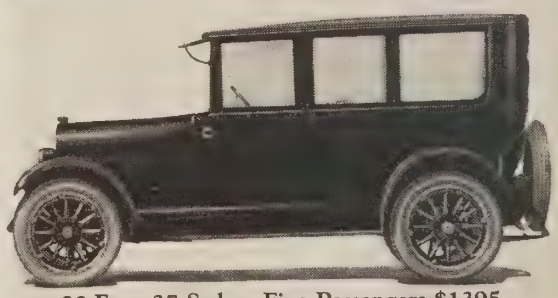

23-Six-45 Touring, Five Passengers $1195

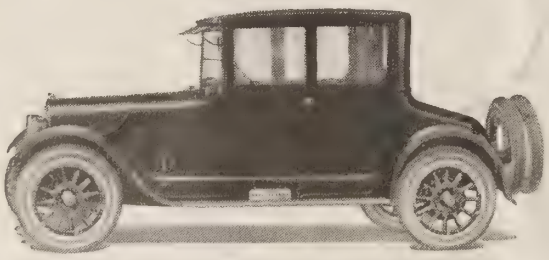

23-Six-50 Sedan, Seven Passengers $2195

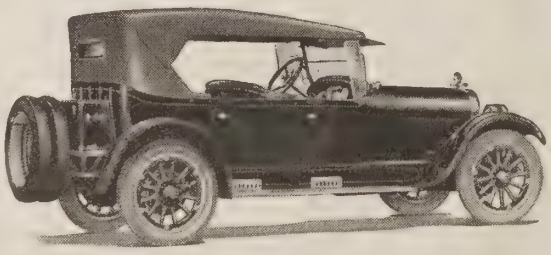

23-Four-36 Coupe, Three Passengers $1175

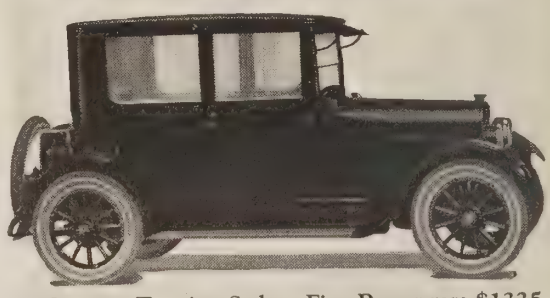

23-Six-47 Sedan, Five Passengers $1985


23-Six-54 Sport Roadster, Three Passengers $1625


23-Four-37 Sedan, Five Passengers $1395


23-Six-48 Coupe, Four Passengers $1895


23-Six-55 Sport Touring, Four Passengers $1675


23-Four-38 Touring Sedan, Five Passengers $1325

All prices f.o.b. Flint, Michigan  Ask about the G.M.A.C. Purchase Plan which provides for deferred payments

*In the interest of a wise motor car investment, every motorist owes it to himself to inspect the new Buick line*

## Buick Motor Company, Flint, Michigan

*Division of General Motors Corporation*

Pioneer Builders of Valve-in-Head Motor Cars

*Branches in All Principal Cities — Dealers Everywhere*

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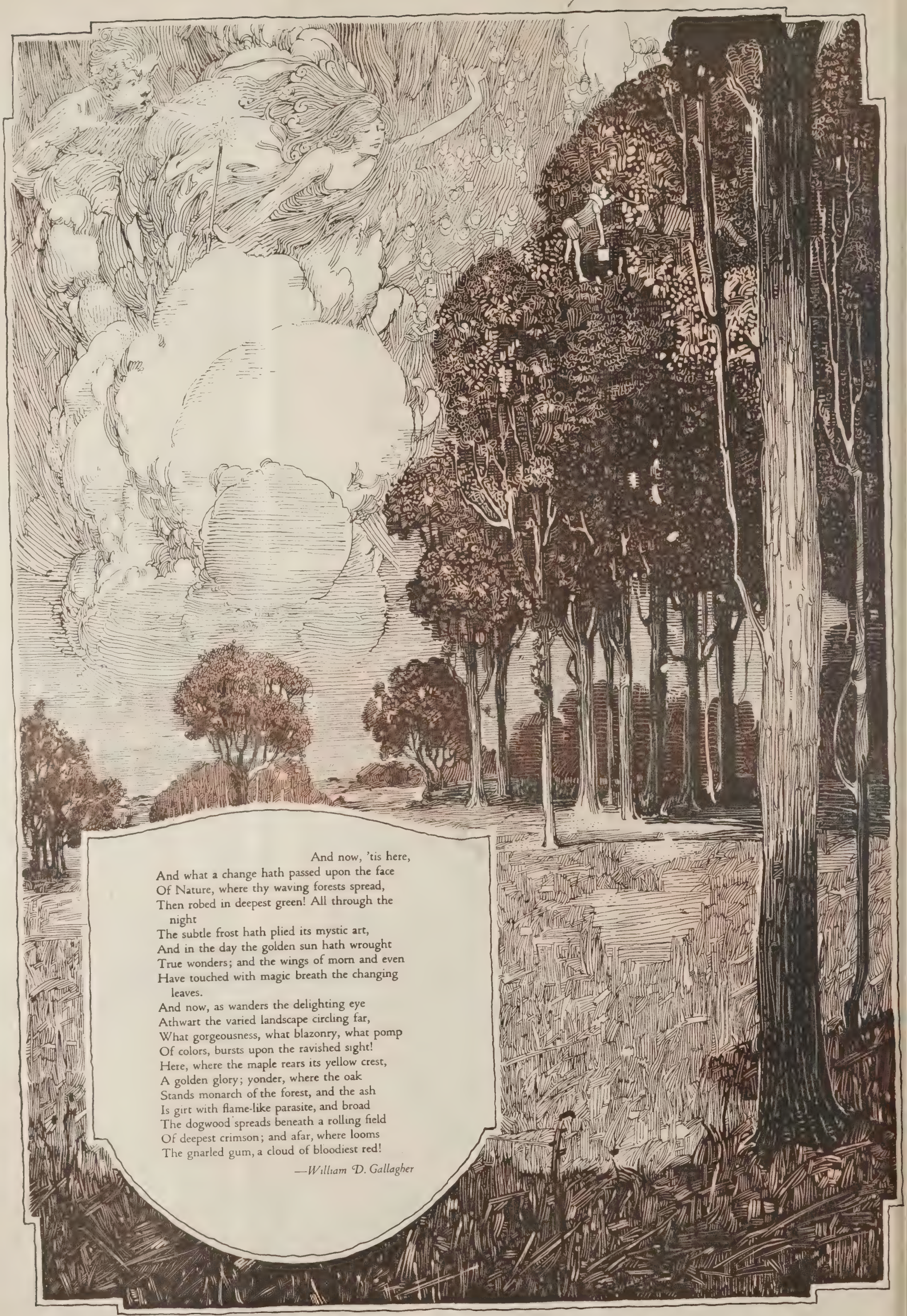
# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

OCTOBER 192 FIVE CENTS A COPY

What Authorized Buick Service Means to the Owner—Page 13



And now, 'tis here,
And what a change hath passed upon the face
Of Nature, where thy waving forests spread,
Then robed in deepest green! All through the
night
The subtle frost hath plied its mystic art,
And in the day the golden sun hath wrought
True wonders; and the wings of morn and even
Have touched with magic breath the changing
leaves.
And now, as wanders the delighting eye
Athwart the varied landscape circling far,
What gorgeousness, what blazonry, what pomp
Of colors, bursts upon the ravished sight!
Here, where the maple rears its yellow crest,
A golden glory; yonder, where the oak
Stands monarch of the forest, and the ash
Is girt with flame-like parasite, and broad
The dogwood spreads beneath a rolling field
Of deepest crimson; and afar, where looms
The gnarled gum, a cloud of bloodiest red!

*—William D. Gallagher*

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

Subscription rate, Fifty Cents per year.
Mailed under third class permit.

E. T. Strong, *Managing Editor*

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Flint, Michigan, U. S. A.

Vol. X No. 10 October, 1922

# The Gauntlet of Fire

*by*

Charles G. D. Roberts

THE man had actually seen the bear but once, and then for a swift glimpse only. But he knew well those great tracks, which drew their menacing trail all about his cabin, almost as high as a grizzly might have set them, and he had studied sundry massive stumps which those redoubtable claws had ripped open in the search for ants and grubs. From all this it was not difficult to infer that the bear was a formidable rival for the sovereignty of this wilderness domain—a rival who would probably, by and by, levy severe tax on his sheep and cattle. So, in the intervals of his chopping, clearing and planting, he went about to set traps for this dangerous antagonist, who, he inferred, would be too crafty to come within reach of his gun.

The bear, on the other hand, knew the man much better than the man knew him. From the man's first arrival on the banks of the wild South Fork, the great black beast had shadowed him, with some hostility, of course, but more with a keen curiosity. For all his giant bulk, the bear could move, when he chose, as noiselessly as a mink. He had watched the flash and swing of the man's ax, as the clearing widened, and with wonder he had seen two powerful red oxen drag the trimmed logs into place. At first he had been amazed that the two great oxen should be so subservient, but soon he had grown to appreciate an inexplicable mastery in the man's voice.

And then, one day after the cabin was built, when the man was out of sight within, the bear had seen a tall buck wander out from among the trees. The man had stepped forth from the cabin door and raised to his shoulder what looked like a long stick. Instantly, a jet of white flame had leaped from the tip of the stick, with a short, biting roar. And the buck, far away at the other side of the clearing, had leaped into the air and fallen dead. A chill had shuddered across the bear's nerves at this sight, and he had sunk back farther into the thickets. No wonder the big red oxen obeyed this being! Thereafter, the bear was still more wary of the terrible intruder.

In this way it came about that when the man set about the enterprise of trapping the bear, the bear knew something about it. When the first trap—a massive deadfall—was built, baited and set, the bear subjected it to a sagacious scrutiny. He smelt the bait—a lump of savory fat pork—at a discreet distance, and decided to have nothing to do with it.

Crouching low, she ran forward with swift stealth, and pounced, with a low growl, upon the prize

While he was watching and pondering, hidden in a clump of fir-seedlings, a bob-tailed wild-cat came prowling by. She saw the glistening white bait, held up to her so temptingly on the prong of the deadfall, and her round, pale eyes gleamed greedily. She was not intelligent, the bob-cat. Crouching low, she ran forward with swift stealth, and pounced, with a low growl of exultation, upon the prize. Something seemed to give way, and then, with startled eyes, the bear saw those three massive logs, which formed a roof above the bait, come crashing down upon it. With an ear-splitting screech, cut short almost ere it had begun, the unhappy bob-cat was flattened out beneath them.

From that day all the man's possessions seemed to the bear to partake of the nature of traps—to be studied with dreadful interest, but on no account to be touched. So it came about that when, in course of time, the man brought his cattle to the expanding clearing, the bear never laid a paw on one of them. They were surely traps!

Late that summer came a time of scorching drought. The main Ottanoonsis revealed parched bars and ledges which the oldest woodsmen had never before seen dry. Many a forest brook vanished altogether, and many a wilderness lake dried to mud. The man, however, was not greatly troubled; for hardly three hundred yards away, beyond the foot of his clearing, flowed the South Fork, defiant of all droughts.

Under the stagnant heat the forest seemed to gasp. Presently, across the hard blue came a dun-colored haze, through which the sun took on the look of a disc of hot copper. The balsamy odors of the forest gave way to faint, acrid breaths that made the eyes smart and the nostrils burn. All the strong flying birds disappeared, and all the four-footed prowlers of the forest coverts grew uneasy. The great black bear, losing all interest in the man and his works, took himself whimpering away to a point about five miles down stream, where a shallow inlet of dead-water jutted off from the tumbling current of South Fork.

A little later the man eyed the sky with apprehension. "Fire" he muttered, "somewhere around, an' mebbe not far off."

Then he yoked the oxen to the drag, and prepared to haul up barrels of water from the river to the cabin, in case of chance sparks blowing across the clearing.

He went about this task rather listlessly, weighted down by the dead air. But when he halted his slow team by the riverside, he saw across the current a sight that shocked him into activity. Beyond the fringe of tree-tops opposite, clouds of smoke rolling up, with here and there a tongue of red flame flickering along their bases.

He looked along the southward horizon; again those ominous clouds, again those thin red tongues. From opposite sides the fire was closing in upon him. And only now did he realize the appalling peril. With a bitter curse he loosed the oxen from their yoke, and raced with long strides to set free the rest of the stock. He would give them all a fair chance for their lives. Then, snatching up

his wallet and a blanket from his bunk, he raced for the river.

The bear, meanwhile, had reached the little inlet or "bogan," as the Indians called it—five miles below. He found it thronged with silent, trembling refugees. The sky was filled with smoke, and winged flames were leaping ravenously from tree-top to tree-top. The two conflagrations were drawing rapidly together under the draught of a rising wind, converging with monstrous speed upon the river, which just at this point made a turn and went roaring off to southward over a series of broken ledges.

All around the shores of the narrow bogan crowded the beasts. Several wild-cats and one huge grey Canada lynx crouched at the water's edge, their ferocious hunting hunger clean wiped out by fear, paying no heed to the shuddering hares, squirrels, and woodchucks that crowded about them. The bloodthirsty weasels forgot to kill, while a red fox, game in the face of any doom, sat upon his haunches and eyed the tree-tops.

The surface of the bogan was alive with swimming mink, musquash, and water-rat, daunted by the catastrophe, yet confident in the protecting power of the cold water they loved. Standing belly-deep in the water, were a black moose bull with two cows and half a score of red deer. As for bears, there were none except the great black bear himself.

Now, after the brief survey of the situation, the bear waded into the water. He plunged his head beneath the surface to ease the smart of burning eyes and nostrils. At the point where he had entered it, the water of the bogan was shallow, not deep enough to suit him, so shouldering aside a couple of red bucks he waded out to the entrance of the bogan. Here, where he could feel the pull of the eddy trying to drag him out into the rapids, he took his place in a depth of water that came about his shoulders.

Then past his nose came swimming leisurely a big brown otter. Lifting head and shoulders high above the surface, like a watchful seal, the swimmer surveyed the rapids and then plunged straight into them, heading fearlessly down stream. The bear eyed his departure wistfully, but had no heart to dare the lashed waves and roaring ledges.

By this time, the roar of the ledges was unheard for the wide, ravening tumult of the flames. The heat grew insufferable; and spark and brand fell so thick about the bogan that some of the beasts, with fur suddenly shrivelling, went mad and raced off into the furnace; while others simply toppled into the water and were drowned forthwith.

The bear, meanwhile, as the fiery doom closed in upon him, began to tremble. He whimpered miserably, and turned his eyes with longing down the wild channel by which the otter had fled. But he could not dare the path.

Suddenly, chancing to turn his despairing eyes upstream, the bear saw a wild shape dashing toward him. It was the man, crouched low in the stern of his log canoe, and steering it, with frantic paddle, between the rocks and leaping surges. He headed the canoe into the bogan and came to a stop. To the bear his coming brought a sense of security. Here, the animal felt, was a master spirit, such as even the monsters of the fire could not overcome. He whined and drew nearer to the canoe. The man recognized him as the antagonist who had so long eluded his snares.

"The both of us has got it in the neck this time, old pard, I reckon!" he muttered thickly. Snatching up the blanket he carried, he sopped it over the side of the canoe. Then swinging it once more, all dripping, about his shoulders and over his head, he thrust forth again into the current, and went dashing down the rapids. For an instant the bear hesitated, and then plunged after him.

As a matter of fact, the bear was a much better swimmer than he had guessed himself to be. After a few moments of bewilderment, he found himself able to keep his head above water, and then more or less able to choose his course through the steep, turbulent channels.

The man was far ahead and out of sight; but the bear felt safe in following where he had led the way. Both shores of the river were now a raging furnace, and the bear at times felt his very lips and nostrils wither in the heat, as he lifted his dripping head and snatched painful breaths. But he was no longer despairing, such confidence had he in the man's leadership.

At last the current of the South Fork gathered itself into an appalling trough and shot downward with a thunder that made itself heard even amid the rage of the flames. The bear struggled to gain the broken shallows along shore; but the current gripped him. A moment more and he was in the sluice. Irresistible cross-currents seized him, rolled him over, sucked him under. Then, all at once, he felt smooth rocks under his feet, and he grasped with all his force to some logs that had been jammed into a side ledge. Right before his nose, to his amazement, was clinging the man, his body under water, in a crevice of the rocks, and his head, all but his eyes, swathed in the dripping blanket. The canoe was nowhere to be seen.

The man looked at the bedraggled and gasping beast with bleared eyes of recognition. "Glad to see you, pardner!" he cried.

Catching the sound of the man's voice, the bear shrank back, but when he felt the current clutching at his hind-quarters, he once more came forward, and crouched low in the backwash within reach of the man's arm.

All that day, and all night—the man and the beast lay side by side. Then the fire began to die down. The air was now cool enough to breathe without discomfort; and a desolate dawn looked down upon the scene of ruin.

The man got up, stretched his numb legs, squeezed the water out of his clothes. The bear watched him anxiously, but ventured no nearer, hanging on the man's movements as a dog might have done.

There was one thing that the man now saw clearly; there could be no escape to that fiery shore for several days, unless a deluge of rain should come. But between this precarious refuge and the shore, a little way down stream, he marked a spit of sand and gravel, with a few logs [*Continued on page 12*]

"Ye'd better sit tight now, pardner!" he shouted. "Ye're all right where y'are till the woods get a mite cooled down"

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

WHY has Buick steadily forged ahead in the automobile industry since the first Buick car was built twenty years ago?

Mainly because the experienced buyer of motor cars recognizes the value built into Buick and knows that Buick value cannot be duplicated, cannot be equaled in its completeness.

The great majority of the thousands of Buick owners are buyers of just this type—buyers who know what they are buying and understand fully the basis of their selection. Seldom are they influenced by strong selling talks or highly advertised features. Their sole concern is value of proven worth, of merit that has been established by long and consistent performance.

The truth is that Buick buyers invariably sell themselves, or rather the car sells itself to them. The good qualities of the car appeal to them, and the more they know of the advantages of the Buick mechanism, the more they reason with themselves and weigh the various benefits accruing from Buick ownership, the more satisfied they are that Buick value is unequaled value. Such buyers have maintained the Buick standing in the industry.

* * *

BUICK reputation has been built on superior engineering and superior manufacture, for these are the things that have given Buick the good qualities that mean so much to the buyer who thinks for himself, who is as cautious in the purchase of a motor car as he is in the making of an investment or the planning of a new house.

Performance establishes the worth of a motor car. And the true test of performance is not only what the car can do today, but what its predecessors have done five, ten, fifteen and twenty years before. How have they served and endured? What is the relation of the car of today to those of other years —a development and outgrowth or a decided departure in its engineering?

Because experienced buyers realize that past performance is an index to future performance, it is natural for them to select a new Buick. They know that the new Buick is built around the same general principles as the Buick cars of previous years.

It is rather interesting, as well as instructive, to look back through all the annual catalogs, to see how Buick has told the same story year after year—the strict adherence to definite principles of motor and chassis design—and to note the steady development and the many improvements that have been made only after the most exhaustive tests have proved them worthy. The catalogs are an excellent record of Buick ideals and policies, of the correctness of the fundamental principles adopted at the start, and of the constant, sincere effort to build better automobiles each season. An examination of this historical evidence convinces one that Buick success has been planned success.

* * *

BUYERS less mechanically inclined have also contributed to the maintenance of Buick leadership. While they may not care to delve into the engineering principles or the manufacturing methods, they realize that there must be some reason why Buick cars have sold in greater numbers each year.

And there must be some reason why old Buick owners continue to buy such a large percentage of the new Buick cars sold each season.

It is sufficient for these buyers to understand that there would be no such record sales unless Buick possessed a remarkable and superior quality.

The buyer who desires a car that will perform efficiently and economically, is sold by what he has seen Buick cars do or what he has heard about them from his neighbors, his business associates, his acquaintances or from other sources he believes reliable and unprejudiced.

And setting out to purchase a quality car which he knows from the experience of others he can depend upon, he is not swayed from his course by the prospect of temporary gain or by strong selling inducements.

* * *

AS we have said before, the large distribution of Buick cars each season has never been gained through intensive selling campaigns. Our problem has merely been one of spreading knowledge of Buick performance. As more cars have passed into the hands of owners, more prospective buyers have learned of Buick superiorities, more cars have been sold and more orders have remained unfilled at the end of the season. And this demand has enabled us through increased production to build even greater value into our product. And so for years Buick value and production have been going forward together.

A buyer has but to sit behind a Buick steering wheel, to drive the car, and he appreciates the fact that the car has been designed for consistent functioning. The powerful Valve-in-Head motor operates so successfully over unimproved roads, it negotiates hills and sands so easily, it idles down in traffic and picks up quickly—its performance reaches the height of the buyer's ideal.

Scarcely one or even several features could account for this complete satisfaction, for Buick motor car efficiency comes from the correct balance of the car as a whole. From the sturdy motor back to the driving wheels, there is a co-ordination of mechanical units that only scientific study covering years of application and broad practical experience could produce.

Buick engineers have looked far ahead in providing this mechanical efficiency. For twenty years they have had but one thought in mind and that has been to insure the owner satisfactory service under all conditions which a motor car might be expected to face.

* * *

WHILE Buick has been going ahead, it has never been our policy to expect the motoring public to help pay for experimental work in developing cars. With Buick the process of refinement has always been carried on before introducing the car to prospective purchasers.

Buick value does not result from a discovery of recent date. It goes back to the first Buick, to the recognition at the beginning of the correctness of certain fundamental principles and to an unwavering fidelity to those principles all through the years.

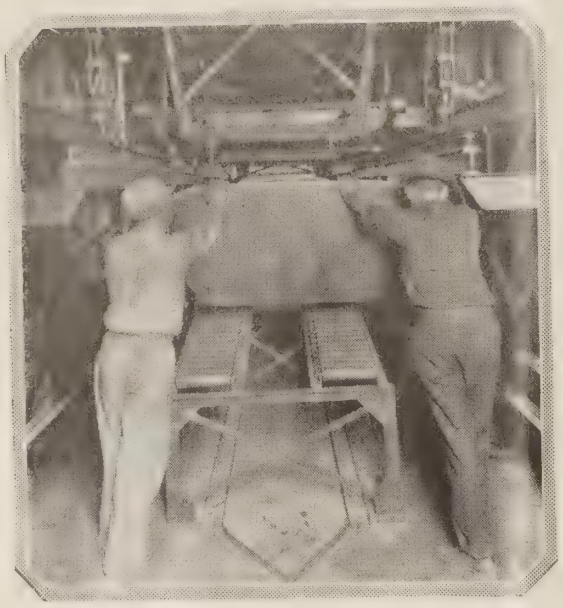
Sincere effort to build a dependable car, like sincere effort in any bona fide enterprise, has been rewarded in the public's acceptance of Buick cars and all that Buick cars mean in economical, dependable and comfortable motor transportation.

The public's good will is a Buick asset of inestimable worth. We realize that it has been built on Buick quality and value and that quality and value are maintaining it today, and will enable us to maintain it in the years to come.

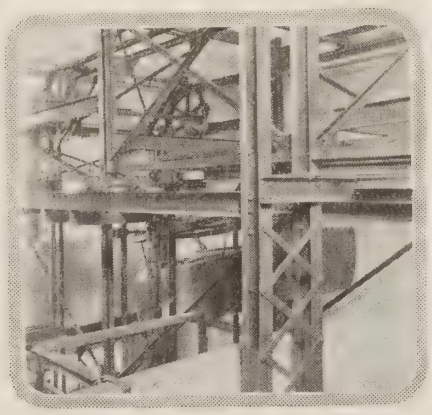
# Giving Buick Cars Their Beautiful Finish

The Buick body plant which is connected to the paint plant by a tunnel

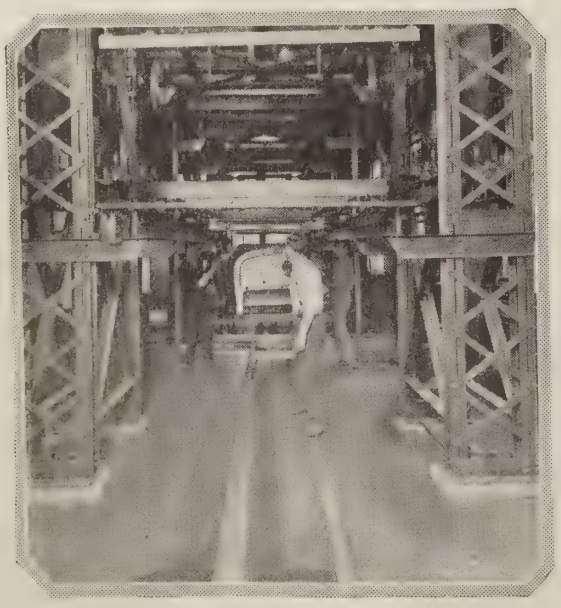
Bodies reach this paint plant on a conveyor through a tunnel under the street



Conveyor picking up finished body in the body plant



The body being conveyed down into the tunnel



Arriving at the paint plant

WITH the great improvement in body construction and likewise in finish, comes also an improvement in the handling of Buick bodies from the time they are finished by the body builders to the time they are placed in position on the chassis assembly line.

The improvement begins with the completion of the body. After the final inspection on the top floor of the body plant, each body is now picked up by an endless chain conveyor, which carries it down to the basement and through a long tunnel under the street, which separates the body and paint plants, and then into the paint plant. In this way a great deal of handling and lost time is saved.

The conveyor system is one of the latest adopted in the Buick plant and is typical of the many things that are constantly being done in the big factory to perfect production conditions.

On arriving at the paint plant, the body slips onto an individual truck, which moves immediately into the sand blasting department. Here streams of fine sand under great pressure are played on the metal surfaces of the body, removing all traces of scale or foreign material that might impair the finish. The body is then cleaned by compressed air and the surface is found to be finely pebbled.

After the bottom of the body is painted, the body passes to the primary paint stage, where it receives a coat of rough paint which fills up the pebbled pores in the metal and gives a firm surface for the coats of paint to follow.

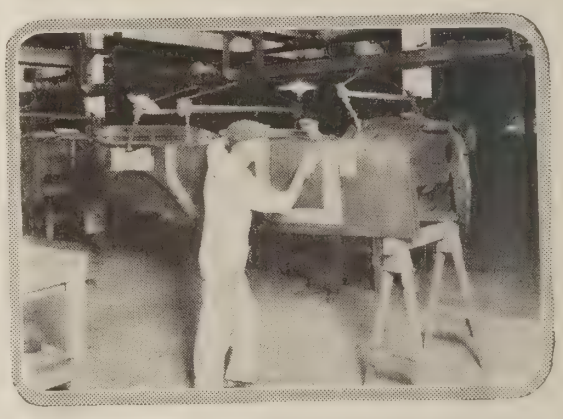
The body then is picked up by an overhead carrier and is conveyed through a long oven, the temperature of which is established according to the speed at which the body moves. Here the paint is firmly set.

From the oven, the body passes to the next stage, where it is given what is known as a putty coat. This gives the body an even better surface for the color paint. This coat is in turn baked in the oven.

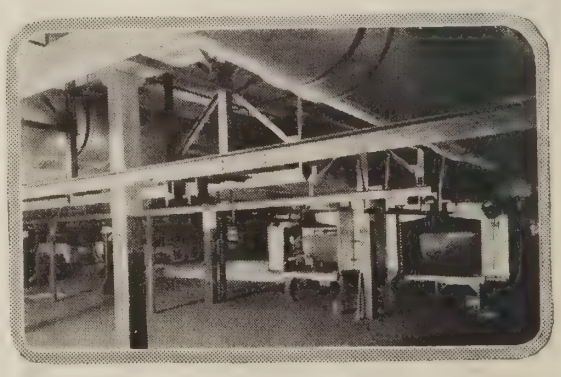
Then in succession the body passes through the first rough coat stage and oven and the second rough coat stage and oven. Through all these operations the body is on one form of a conveyor or another and each stage begins where the previous one leaves off. There is no waste motion in the development of the body finish.

The paint in the various stages is "flowed" on the bodies, workmen flowing the paint over the body after the manner a man in washing a car sprays the body with a stream of water. This method gives the body a thick and evenly distributed layer of paint, while saving both time and paint.

Flowing on the priming coat of paint



Applying the putty coat to the body



Showing bodies coming out of the putty-coat oven and being painted on the first rough-coat stage

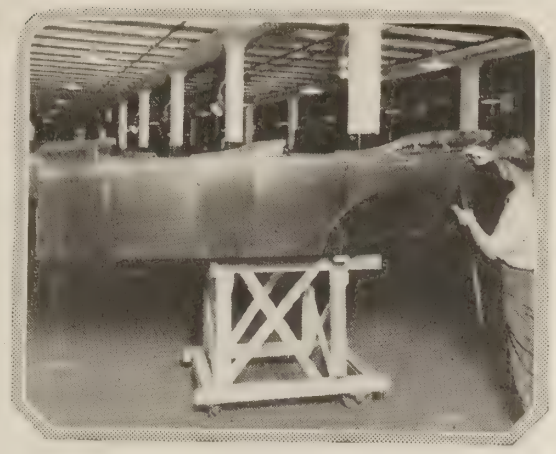
This is the rubbing deck following the primary coats

After receiving all of its primary coats, the body goes to the first rubbing deck, where it is polished with a mixture of dusted pumice stone and water. This also gives the body an improved surface for the color paint.

Upon being carefully inspected, the body then passes through the color paint stages. It moves on one conveyor or another from the paint stage through the oven and on through the next stage and oven until it has received its full quota of color paint. In each case the color is carefully flowed on and then baked in an oven at the correct temperature.

After the final color paint has been thoroughly baked, the body goes to another rubbing deck where it is again rubbed and polished. These finishing touches give the color surface its exceptional quality. When the body is dry, a workman on the next stage gives it its color stripe.

The body is now ready for the upholsterers. In this department, the leather trimmings, cushions, springs and French pleats are affixed.



Giving a Buick body its attractive stripe

Particular care is taken in shaping the cushioned backs for the greatest comfort.

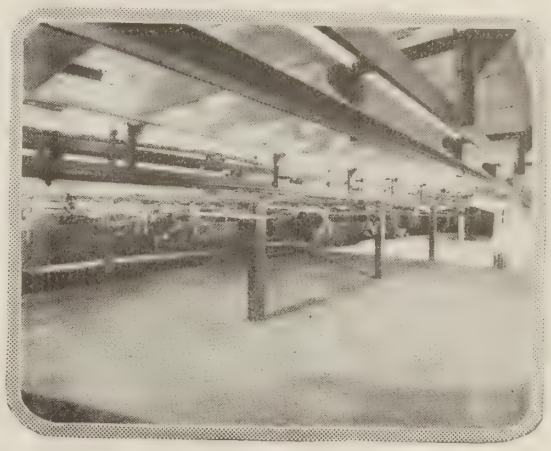
From here the body passes on to another long conveyor, which carries it to an upper floor of its particular assembly plant. It stops at the varnishing department, where it receives its final coats by a flood method similar to the painting in earlier stages. It moves slowly and persistently through the final oven. By the time it reaches the end, its lasting luster is firmly set.

Inspectors examine it carefully, going over its surface minutely for possible defects in the finish. On their approval the body is ready for the electrical wiring. With this completed, the body is found to be almost directly above the point on the chassis assembly line where it will join the chassis in making a Buick car.

Moved to the opening in the floor, a pneumatic hoist lowers the body, beautiful in design and finish—an achievement in scientific body building and painting.

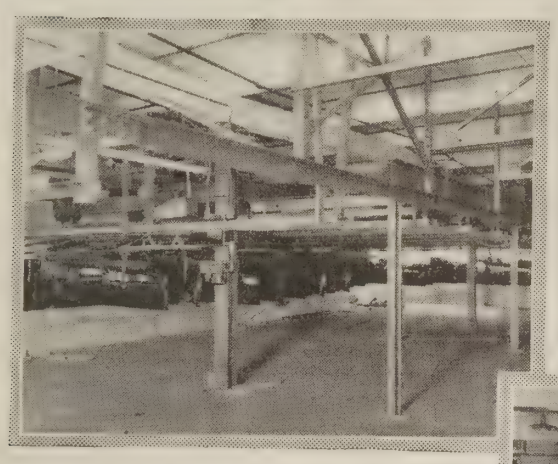
Here is the first color coat being flowed on

Here the body is seen in the upholstery department



Bodies, firmly set, beautiful in their finish and luster

Bodies being conveyed to the varnish department



Bodies leaving the first color oven

The final inspection in the finishing department

Applying the finishing coats of varnish

Another rubbing deck after the color coats have been applied

Being lowered to meet its assembled chassis to form a completed Buick car

# One of the astonishing Buick V

BEAUTIFUL in appearance, rich in contrasting colors, spirited and eager in performance, the Buick Model 55 Sport Touring is the modern counterpart of the old-time tallyho. It is an outing companion of the finest sort, harmonizing in spirit and in purpose with the week-end trip, the cross-country run or the spin to country club or the shore. The car literally sparkles with light and color. The

*The* 23-SIX-55 SPORT TOURING
*Four Passengers,* $1675

# lues in Personal Transportation

richly painted body forms a pleasing contrast with the graceful fenders. All upholstery inside the car is trimmed in special embossed leather.

With its length, its unusually low center of gravity, its new springs and all the other advantages of the well-designed Buick chassis, it permits speed, comfort and safety in a generous measure. The Sport Touring is an outstanding value.

# Using Clever Window Displays to Attract Attention

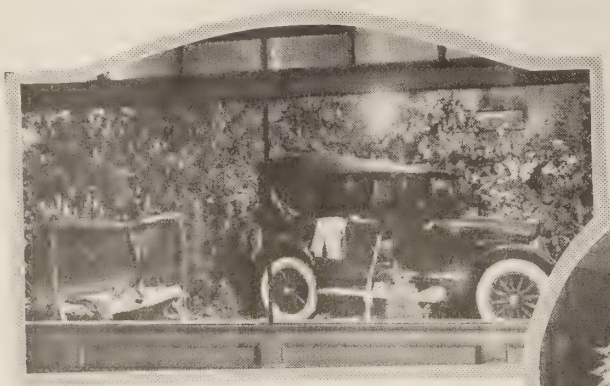
PLATE glass windows are just as valuable to the motor car dealer as they are to any other retail merchant. The rent or purchase price paid for his building depends on the amount of his frontage and the importance of the street on which he is located. Each foot of window display is likewise appraised and is consequently made to pay dividends by the live dealer.

Not only do his windows permit a good view of his salesroom but on special occasions they provide the means of effective displays and appropriate settings. He decorates them in keeping with holidays, seasons and events of interest to attract attention to his merchandise.

On this page some of the window displays arranged by Buick dealers during the past year are illustrated.

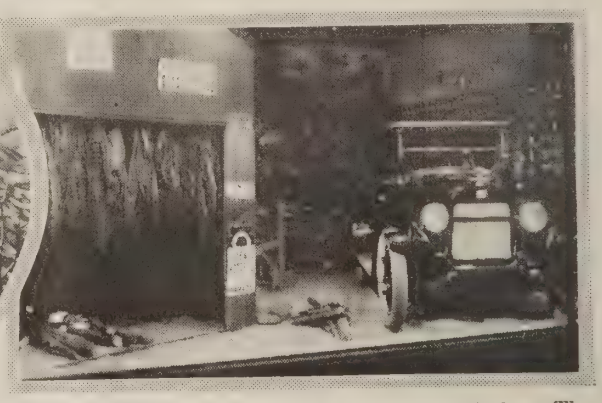
THIS window, also by The Ideal Motor Company, portrays a living room on Christmas morning with a Buick car, "To Mother and the Children from Dad."

IN this attractive window display of the McCollough Buick Company, Albuquerque, New Mexico, we see a large Christmas package addressed to "Mrs. Wants A Buick," suggesting that a Buick makes a highly acceptable Christmas present

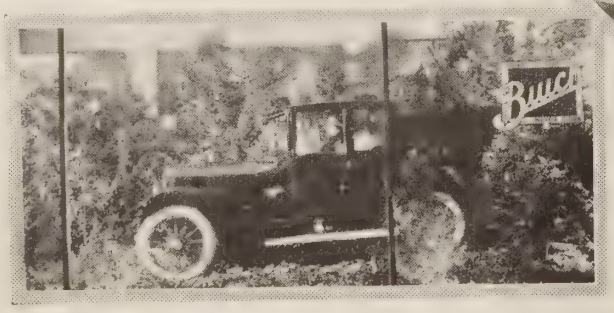


ANOTHER display that attracted a great deal of attention was this one, showing a Buick car's part in camping life. It was planned by The Ideal Motor Company, Hopkinsville, Kentucky

THE comfort afforded by an enclosed Buick in the dead of winter was suggested by this scene used by the Covington Buick Company, of Covington, Kentucky

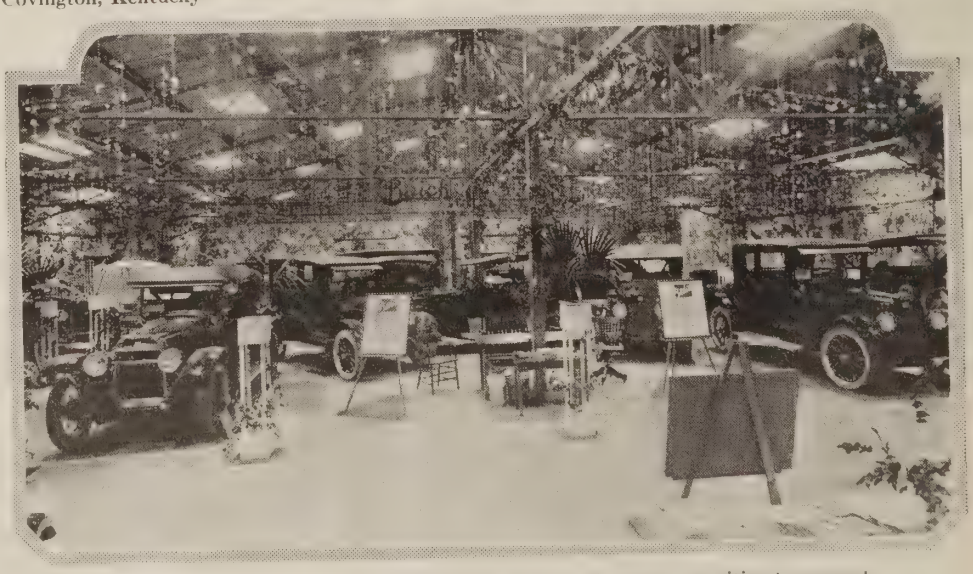


BELIEVING firmly in the value of good window displays, The Ideal Motor Company, of Hopkinsville, Kentucky, plans one on every special occasion. Here we see a display arranged to interest the tobacco man in Buick



SUGGESTING the pleasure there is in visiting the woods and wilds in a dependable Buick, this window was effective for the Battle Automobile Company, of Mt. Pleasant, Michigan

HERE is another Christmas window, arranged by the Atlanta, Georgia, Branch of the Buick Motor Company. In its white and green setting, the car's beautiful lines were shown to splendid advantage



LOCAL automobile shows also offer the dealer excellent opportunities to present Buick cars to good advantage. The exhibit of the Greensboro Motor Car Company, of Greensboro, North Carolina, shows how space may be simply and attractively used

# Assuring Buick Tourists Uninterrupted Transportation

A SUBJECT of frequent comment among motorists who have toured through various parts of the country is the prevalence of Buick service stations. In virtually every town on their route they find an Authorized Service sign identifying a station prepared to serve Buick owners promptly and efficiently. The permanent character of the establishments, the completeness of equipment and the courtesy of attendants make Buick nation-wide service a significant factor in assuring owners uninterrupted transportation. Sales and service stations in smaller towns are shown on this page.

HAMILTON, Ohio, owners are served by The Gimbel Motor Company, with headquarters in this complete building

IN Huntington, Long Island, B. F. Abrams is the Buick dealer. This is his salesroom

IN Morehead, Kentucky, this Buick sales and service station is operated by The Consolidated Hardware Company

BUICK service in Mt. Pleasant, Michigan, is furnished by the Battle Automobile Company

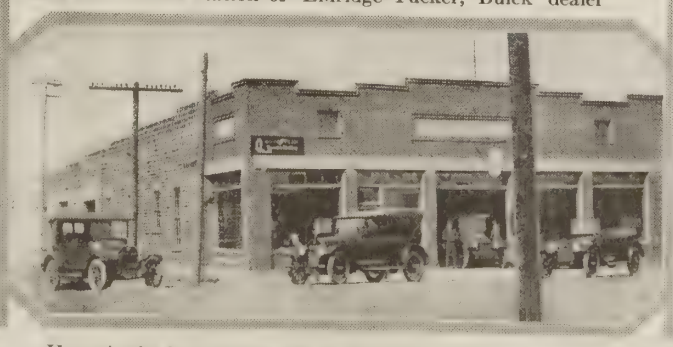
IN Elkader, Iowa, Buick is represented by Allen Brothers, who have this large and well-equipped building

THE sales and service station of Cook and Rowland, Buick dealers in Deland, Florida, is 60 feet wide and 172 feet deep

IN this night view we see the salesroom of the Manhattan Motors Company, Manhattan, Kansas

ON a prominent corner in Washington, Pennsylvania, is this sales and service station of Eldridge Tucker, Buick dealer

THIS is the new home of Buick in Circleville, Ohio, owned by the Clifton Auto Sales Company

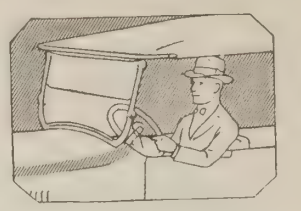


HERE is the home of the Craigmont Motor Company, Buick dealers in Craigmont, Idaho

THIS is the sales and service station of the Shelton Motor Company, Buick dealers in Abilene, Texas

# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars



## Some Pertinent Facts About Maintenance

1 Each purchaser of a new car is given a reference book. This book is intended to help the owner gain a clear understanding of the fundamental principles of the Buick car, its operation and its limitations. Study of the reference book, and adherence to the suggestions contained therein, will save the owner time, money and trouble.

2 There is nothing more essential than systematic and thorough lubrication, and probably there is nothing about a car which is neglected more. If the car owner does not care to assume the responsibility of personally looking after the lubrication of his car he should make arrangements with a high-grade service station to take care of it for him. The money expended in lubricants and for the labor necessary to apply them is a small item as compared with the costly replacements which will be necessary if lubrication is neglected.

3 Because a motor will carry a car over a steep hill "on high" does not necessarily mean that it is a good thing to do. Good drivers do not hesitate to shift gears and move to an intermediate speed, rather than have the motor labor and knock in high gear on a steep incline. Probably every owner is proud when his car performs some particular hill climbing stunt in high gear, but it should not be forgotten that the changes in speed are provided to relieve the motor of unnecessary and unwarranted burdens.

4 The carburetor adjustments should be made by a competent service man. While it may seem an apparently easy matter to turn the adjusting needle here and there, it is a fact that owners who do not understand carburetor adjustments cause themselves a great deal of unnecessary trouble and expense by "fussing" with the carburetor.

5 A careful supervision of the oil in the crank case will pay big dividends to the owner. It requires only a minute to check the oil contents of the crankcase and it costs little to see that it is kept filled with good oil.

6 By keeping the foot off the clutch pedal, except when necessary, the clutch mechanism will be preserved for long service.

7 It may be a pleasing sensation to drive rapidly up to a crossing, slam on the brakes, skid a few feet and then stop, but the practice is very injurious to both brakes and tires.

The car owner will obtain the greatest possible return on his investment in a motor car if it is given half a chance through care and co-operation by the owner.

## The Gauntlet of Fire

*(Continued from page 4)*

stranded upon it, and a sparse growth of sand-plum and osier; all untouched by the fire, for the sand-spit lay in the path of the driven spray from the ledges. To the man's eyes this log-strewn gravel-spit seemed to offer a chance of escape. But between raced a deep and turbulent current, which, strong swimmer though he was, he feared would whirl him away like a straw.

There was nothing to do, however, but to put his fate to the test, and the man wasted no more time. He threw himself as far out into the torrent as he could, and swam desperately, hoping to bring himself within reach of the gravel-spit before being swept past it. In an instant, however, he realized the futility of his hope.

The bear, meanwhile, had been watching the man's movements eagerly. When he saw the man throw himself clear out into the channel, the bear felt himself deserted. With a whining cry he, too, sprang out into the torrent.

In the grip of that sluicing flood the bear battled magnificently, and though he was carried downward at frightful speed, he succeeded in making progress diagonally, shaping a course as would enable him to fetch the sand-spit, when the man was swept down upon him, grabbed him by the long fur of his lower flank and hung on. Startled by this unexpected assault, the bear struck out more energetically than ever and gained the gravel, scurrying out upon it like a frightened cat. That terrifying clutch was no longer on his flank, and he turned to see what had happened. The man, laughing breathlessly, stood at the edge of the gravel, shouting: "Thanks, pardner! You done noble!"

Much disconcerted at the laughter, the bear slunk off to the farther side of the sand-spit.

The man, having regained his breath, now proceeded to roll the logs together. With the stringy roots of the sand-plums, and the little shoots of the scorched osiers, he lashed the logs securely together until he had a raft. He knew that he was now not half a mile from the lake; and he knew, too, that all the worst ledges of the South Fork were behind him. He had neither paddle nor pole to guide his course, but he pushed off confidently.

"Ye'd better sit tight now, pardner!" he shouted. "Ye're all right where y'are till the woods get a mite cooled down."

The bear, no longer daunted by the menace of the flames, appeared to accept the advice as final. He sat down on his haunches, watching the raft and the man crouched upon it go plowing through the waves, until it vanished in a bend of the stream.

### Its Ultimate Economy

AS the possessor of a moderate income I could not afford to be the owner of a Buick if it were not for its ultimate economy—maintenance, service and performance," writes Thomas G. Ferguson, of the Wayne Ice Company, Wayne, Pennsylvania.

*Reproduced from Judge Magazine*

Inventor Stonehatchet tries out the first Valve-in-Head motor

### Appreciates its Efficiency

I AM a purchaser of a new Buick, which is my first car. And it is a constant source of pleasure. It is economical in the use of gasoline, oil and water. It certainly is a satisfactory car to own. We appreciate its efficiency very much," writes J. A. McCarty, of Brainerd, Minnesota.

### "Buick Will Do It"

SISTER and I bought a new Buick Four Roadster from the Howard Automobile Company of this city. We are more than pleased with it, and always find that 'Buick will do it,'" write N. Lata Cooney and J. Marie DeArment, of Los Angeles, California.

### Six-Year Repair Bill, $7

I HAVE driven a Buick 1916-D-55 for more than six years, averaging better than 6,000 miles a year of hard driving, including trips. The engine and other parts of the car run as smoothly as ever. There has never been a bearing taken up and eleven of the valves have never been removed from the engine. Three of the original spark plugs are still doing duty and the starter has never failed although I start my car ten times to the average driver's once," writes Oscar G. Kauffman, of Perry, Iowa.

"Judging from outward appearance no one guesses it to be out of the paint shop more than a year and a half as the sides of the body still have a very clear finish in spite of the fact it has undergone severe weather.

"My repair expense, not counting a broken spring leaf, which was my fault, has been a little more than seven dollars.

"I have driven and ridden in other cars but I have never observed any with power, flexibility and ease of manipulation equaling the Buick I own.

"I need scarcely add that when I get another car of this size, Buick will build it."

Emblem of Satisfaction

# Summing Up the Advantages Owners Gain in Using Authorized Buick Service

Emblem of Satisfaction

THE importance of dealing with Authorized Buick Service organizations, competently managed, financially responsible, equipped with special machinery and Buick-trained mechanics, has been so convincingly outlined in a series of letters to owners by the MacFarland Auto Company, Denver Buick Distributers, that we are reproducing below the letters in the order they were mailed.

## No. 1 Making Service Available

THERE are certain things you like to be assured of when you take your Buick to a repair shop:

(1) You like to know that the shop is conveniently located and has a convenient entrance and exit.
(2) That there is ample floor space so as to obviate the danger of bumping or being bumped into.
(3) That the shop has special labor saving machinery.
(4) That the mechanics are *skilled* men.
(5) That the management is financially responsible, of good character, honest and willing to give you the kind of service you want.
(6) That the mechanics are *trained* to handle Buick work.

There are other important factors, of course, but these were the principal ones we had in mind when we personally canvassed fifty of the better kind of repair shops in Denver before selecting certain ones as *Authorized* Buick Service Stations.

Having been the point of contact in this territory between the Buick factory and the Buick owner for 15 years, our obligation to you is a very real one. We believe, and have always believed, that Buick is, and always has been, the greatest all-'round automobile value on the market; *built* so as to be capable, under decent care and *proper* servicing, of 100,000 miles, and more, of practically uninterrupted transportation.

This *proper* servicing we believe we are now making easily available to all Buick owners through these *Authorized* Service Stations.

## No. 2 Willingness to Serve

YOU know the two kinds of men and organizations talked about in this letter:

First, the one that looks at every service rendered you, from *your* point of view; the fellow who you *know* doesn't want you to go away unless you are *completely* satisfied.

Second, the fellow who, perhaps, gives good service, but who gives it grudgingly—the fellow who seems not to want to do a thing until he *has* to do it—the fellow you feel is counting the pennies to see if *he* is going to make a full profit on the job.

So far as we know there is not one of the latter type of repairman among our list of *Authorized* Buick Service Stations. We watch this factor most carefully.

The men whose shops we have selected to carry the *Authorized* Buick sign are of good general character, financially responsible and honest. Coupled with these qualifications, their attitude of "Willingness to give service" is, we believe, another sound basis for our recommending that you patronize *Authorized* Buick Service Stations.

## No. 3 Eliminating Doubts and Worries

WE know how you feel when you take your good Buick into some unknown service station.

You wonder if some butter-fingered fellow, who knows less about Buick mechanism than you do yourself, is going to jimmy around inside and perhaps damage the mechanism;

or take out a lot of "works" and then not get them back in, *right*;

or spend a lot of time (for which you are paying) in several wrong diagnoses before he gets down to making the slight adjustment needed, etc., etc., etc.

It's a mighty uncomfortable feeling. To eliminate it was one of the reasons for our carefully investigating and subsequently appointing *Authorized* Buick Service Stations. You can take your car to them for attention and leave it without doubts and worries.

We have determined that the men in these *Authorized* Service Stations, from proprietor and foreman down, are skilled men in the best sense of the word—and that, more than skilled, they know Buick construction—they enjoy working on Buicks.

They can and will diagnose your trouble quickly—tell you what is wrong, how long it will take to fix it and what it will cost. You may go about your affairs, confident that your car will be ready when they said and at the price quoted. Had we felt that they would do less than this, we never should have appointed them as *Authorized* Service Stations.

Our confidence in the satisfactory manner in which you will be served prompts us again to urge you to patronize an *Authorized* Buick Service Station whenever you need any kind of service, large or small.

## No. 4 Standard Charges for Service

THE MacFarland Auto Company portfolio of "Standard Charges" covering every sort of service work you will ever need is about the most interesting book you have ever seen.

These "Standard Charges" portfolios are on file at all *Authorized* Buick Service Stations.

This portfolio will tell you right down to a cent what the labor charge on any job of servicing will be. For example: Taking up main bearings costs $7.50. Putting in new piston rings will cost: labor charge, $10.50, plus $5.52 (cost of rings), total $16.02, etc.

It has taken a long time indeed to determine the right amount of labor required for various operations, but from a careful check of thousands of jobs we have found that the charges noted in the portfolio represent the minimum charges required for a good job.

Despite the fact that it might take an *Authorized* Service Station a somewhat longer time than the portfolio shows (because of unusual circumstances, nevertheless the charge to you can be no higher than the "Standard Charge" shown in the portfolio.

Proper servicing is absolutely essential to the continued satisfactory performance of any finely constructed mechanism, such as a Buick automobile. You can get this proper servicing at any of our *Authorized* Service Stations, at a just and standard price, backed by our guarantee of satisfaction.

In behalf of "satisfactory and uninterrupted transportation at a minimum of expense" we strongly recommend—in fact urge you to get service at an *Authorized* Service Station.

## No. 5 Using Genuine Buick Parts

IT will be well worth your while, at the very first opportunity, to visit an *Authorized* Buick Service Station and ask to be shown the portfolio of "Standard Charges."

This remarkable data book is your insurance that you will not be charged a penny's worth more, on any job of servicing, than is absolutely required by *efficient* workmen.

This portfolio, coupled with the Buick "Parts Book," which is likewise on file at all *Authorized* Buick Service Stations, is double insurance that your repair job will cost you the very least that *good* work can be sold for.

You understand, of course, that all *Authorized* Buick Service Stations use genuine Buick replacement parts and nothing else. A reconditioned Buick will never be a real Buick, nor will it give genuine Buick service, if that re-conditioning is done with other than genuine Buick replacement parts.

It just can't be, that's all. The manufacturer who makes parts for such work, makes those parts for a manufacturing profit. The Buick Motor Company makes Buick quality replacement parts and its interest is to keep-your-car-going, at a minimum of expense to you.

By the way, item for item and almost with out exception, Buick replacement parts are less in cost than those of any other car, even including cars which sell for many hundreds of dollars less. It is certainly safe to say that the aggregate cost of enough Buick replacement parts to build a new Buick would be very much less, perhaps as much as several hundreds of dollars less, than that of any similarly priced car.

So again, in genuine and low priced replacement parts, which you are certain to get at *Authorized* Service Stations, we feel we have a good reason for urging you to have your service done at one of our *Authorized* Stations.

## No. 6 Special Machinery Employed

YOU might think, just looking at the matter casually, that labor saving devices, used in re-conditioning and servicing work, were of little interest to you as a car owner, and great interest to the repair shop owner. Not so.

In the general run of things the more machine work and the less hand work in any servicing job, the less the cost to the car owner and the better the job.

It is gradually being understood in industry, that humans are needed because of their brains and not because of their hands. A brain, directing an almost automatic machine, not only does many times more work than one pair of hands could do, but does it better, more accurately—and accuracy is what makes fine motor cars fine.

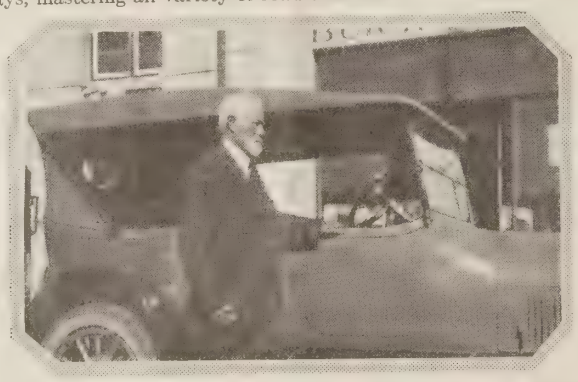
In selecting stations to give you and other Buick owners *Authorized* Service, we were careful to give much weight to labor saving machinery. These things permit such servicing charges as you will find in our portfolio of "Standard Charges."

# Foreign Motorists Also Recognize Buick Worth

BUICK reputation for serviceability is by no means confined to this country. Motorists in other lands are just as keen in recognizing the worth of Buick design and construction, of all the qualities that make motoring in a Buick so satisfactory

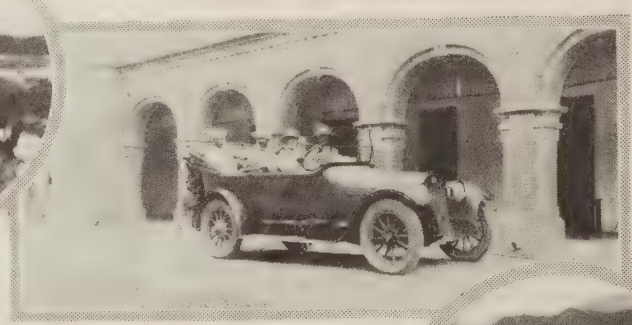
EVEN in South Africa the significance of the Buick slogan is recognized. Here we see it displayed in large letters over the building of the Buick distributer in Johannesburg

IN AUSTRALIA, where road conditions are not of the best, Buick performance records illustrate in a convincing manner the power and stamina of the Buick. One such instance is a trip of 1,080 miles made by H. K. Davies with three passengers. The party made the journey without the slightest trouble in four days, mastering all variety of road conditions

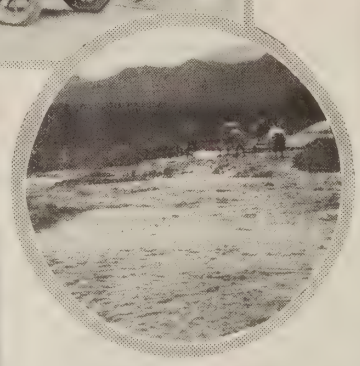


IN BLOEMFONTEIN, South Africa, Mr. Jan H. Richter, who is 80 years old, just recently purchased his first motor car. Because he was well-informed, it was naturally a Buick. After receiving two or three driving lessons, he displayed great enthusiasm in operating his car

THIS view shows the Buick crossing a flooded road



"OUR Buick has done a lot of touring on good and very bad roads in this district," writes I. G. Brayne, of Gurgan, Punjab, India. "We recently took a long trip, heavily laden, and the engine ran beautifully"



HERE the party is seen clearing the road of boulders washed in by an overflowing river

THIS showroom and service station, one of the finest and most modern in all of Spain, is operated by F. S. Abadal, Buick distributer in Barcelona. Its mechanical equipment is exceptionally fine. Mr. Abadal has assisted materially in establishing the commanding position of Buick in the Spanish motor car field

## Influential Owners in England Select Buick Cars for Personal Needs

IN England, Buick mechanical excellence and beauty of design are as well recognized as they are in this country. Some of the influential owners enjoying the pleasure and convenience of Buick transportation are:

His Excellency the American Ambassador.
His Excellency the Brazilian Ambassador.
The Most Honorable the Marquis of Ormonde.
The Most Honorable the Marquis of Titchfield.
The Right Honorable the Earl of Westmoreland.
The Right Honorable Lord Hillingdon.
The Right Honorable Lord Chesham.
The Right Honorable Lord Willoughby de Broke.
The Right Honorable the Earl of Brecknock.
The Right Honorable the Earl of Altamont.
The Right Honorable Lord Grantley.
The Right Honorable Lord Weir, P. C.
The Right Honorable the Viscount Combermere.
The Right Honorable the Viscount Rothermere, P. C.
The Dowager Lady Hillingdon.
Lady Diana Fitzherbert.
Lady Lena Miller.
The Marquis de Jaucourt.
The Honorable D. Leslie-Melville.
The Honorable Oliver Stanley.
The Honorable Bede Clifford.
The Honorable C. H. Beaumont.
The Honorable Francis Howard.
Sir William Joynson Hicks, bart., M. P.
Brig. Gen. Sir Hill Child, bart., C. B., C. M. G., D. S. O., M. V. O., M. P.
Sir Felix Cassel, bart., K. C.
Sir Neville Pearson, bart.
General Sir Frederick Shaw.
Lieut. Col. Sir Walter Gibbons.
Sir Stevenson Kent.
Sir C. Huntingdon.
Sir Earnest Soares.
Sir Richard Cruise.
Sir Wilfred Stokes.
Sir Howard Spicer.
Sir Johnstone Wallace.
Sir Harry MacGowan.
Sir Douglas Newton, M. P.
Brig. General A. F. Home, C. B., C. M. G., D. S. O., M. C., M. P.
Lieut. Col. J. T. C. Moore Brabazon, M. C., M. P.
Lieut. Com. H. W. S. Chilcott, M. P.
Capt. E. F. Booth, V. C.
Father Bernard Vaughan, D. D.
Patrick Hastings, Esq., K. C.
D. N. Pritt, Esq., V. C.
Messrs. Rolls Royce.

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# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

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Circulation of this issue more than 500,000 copies

# *The Song of a Buick*

Smooth as a bird I take my flight,
From early dawn until latest night,
O'er hills and valleys deep and far,
From depths to heights where the gold stars are.

I wrest from rocky roads their best,
And speed like the wind down the hill's broad crest,
I murmur most musically many a song,
Nor slacken my pace from night until dawn.

Through forest primeval, by river and sea,
Without hesitation my Master takes me,
O nothing can stall me—the Faithful Four,
Though floods may lick at my very door.

I hum with great joy as I roll along,
And the man at my wheel sings a carefree song,
"O Buick—most peerless of automobiles,
Your service is our friendship's seal."

*Dedicated by Ethyl Curtis-Gaffney, Little Rock, Arkansas, to the Buick Four — for its splendid service.*

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

Subscription rate, Fifty Cents per year.
Mailed under third class permit.

E. T. Strong, *Managing Editor*

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Flint, Michigan, U. S. A.

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"It kinder reminds me of when we was girls," she said, as she set the basket down on the table

# Down the Road to the Emersons'

*by* Mary E. Wilkins Freeman

FOR mercy sakes, father, don't be so long-winded!" Mrs. Goodell scolded as she stood watching her husband wash his face and hands. "The bell ain't tolled yet, but you can't walk down to church under twenty minutes, an' you know it." She was a tall woman, sandy-haired and lean, and the old man muttered something as he watched her cross the room.

"Now don't stan' round any longer, father," she called. "Here's your great-coat an' your hat. Seems to me the bell's tollin' now."

But the bell had only just begun to toll when Hiram Goodell had left his own yard and was fairly out in the road. The church was half a mile away, and the Emersons' a quarter of a mile. Before he came to the Emersons' he passed the house where the Lord sisters lived. At each of the sitting-room windows a head was visible, as the old man bowed gravely. "Always a-peekin'!" he thought.

Down the hill, and beyond the Lords' was the Emersons', a large dilapidated house. As he passed, Hiram held up his head quite high, and while he did not appear to be looking, he saw the front door open a little way, then close with a jerk. "They saw me comin', an' went back," he thought.

When he was well past the house, the door opened again, and an old man and a young woman appeared. They started down the street, behind Hiram, Foster Emerson walking with alacrity, his daughter Fanny holding his arm. Fanny was thin and sharp-featured and pretty. Hiram in front of them never quickened his pace at all, though he had reached the church, tiptoed up the aisle and entered his pew before the Emersons entered. He did not appear to watch them, but he saw them quite plainly, even noting a little red feather on Fanny Emerson's hat, and wondering how much it cost. The Emersons were now very straitened in their circumstances, and the Goodells watched them narrowly, for there was a feud between the two families, a New England feud. There was no blood shed; but the Goodells and the Emersons had hated each other stiffly and rigidly for the last ten years. There had been a piece of woodland, whose possession was disputed. The question had been carried to law, and Foster Emerson had won the suit, while Hiram Goodell had to pay the costs, as well as to lose his claim,—an awful thing for Goodell, even though he was rich, and today he still seemed as bitter toward Foster Emerson as he had ten years ago. The one thing that could have served to ameliorate his wrath had apparently not yet done so; that was Emerson's ill-fortune. Poor Emerson had the disputed woodland, and bad luck had seemed to fly out of it, for the week after he had come into possession the wood had burned to the ground. In ten years' time it had grown again, this winter he was to have cut it, but the summer before it had burned for the second time. The Emersons had dark suspicions, but they were not well founded. Hiram Goodell was not capable of setting fire to his enemy's wood.

However, the night when the wood had burned Goodell and his wife watched the red glare in the sky, and neither of them was sorry. They both regarded all Emerson's misfortunes as judgments, and there had been a great many of them. His son had died, his wife had been delicate, his stock had gone down with cattle-evil, his crops had failed, and his house was heavily mortgaged. This year the strain to meet the interest-money had been terrible.

Mrs. Goodell harbored quite as much grim resentment as her husband, and she had stinted herself defiantly ever since the affair of the woodland. "I could have a new black silk dress every year, if we hadn't been cheated out of so much money," she was wont to say, expressing her mind upon the subject quite freely to the Lord sisters, who ran over nearly every day for a little talk.

Thanksgiving morning, some half an hour after Hiram had gone to church, Jane Lord came over. She brought a white bowl. She wanted to borrow a little sugar.

After the bowl was filled Jane Lord sat holding it for quite a while. She had something she wanted to say, and she led up to it delicately.

"I see Mr. Goodell goin' to meetin'," she remarked. "There ain't many to go in this neighborhood, Thanksgivin' mornin'. You have to stay to home to get the dinner, an' Rachel and me do. Then there's the Emersons—I dunno but Fanny an' her father go."

"I dunno whether they go or not," said Mrs. Goodell in an indifferent manner.

"Speakin' of the Emersons," Jane Lord went on, "I was down to Mis' Silas Grant's the other day, you know she's Mis' Emerson's cousin, an' she was tellin' me how dreadful bad off they was. They've had to rake an' scrape to pay that interest-money, an'—" she leaned forward confidentially—"Mis' Grant said—that she didn't b'lieve they had enough to eat!"

Mrs. Goodell was down on her knees before the oven basting the turkey; the savory odor streamed out into the room. "Why don't she give em' somethin' to eat?" she said.

"Folks ain't always so fond of givin'," rejoined Jane with asperity.

Mrs. Goodell went back to the table with the spoon. She had resumed her indifferent air. "I guess they've got enough to eat," she remarked.

"I know they ain't!" Jane corrected her impressively. "I was in there myself a few days ago, an' I see a few things. It was supper time, an' Mis' Emerson she wouldn't get about gettin' supper 'cause she hadn't nothin' to put on the table, an' she was ashamed. Mr. Emerson he called her out a minute, jest before I went home, an' I jest slipped into her pantry and I peeked in two or three jars, an' the flour barrel—*there wan't nothin'*."

"Well, it's awful thinkin' of anybody not havin' enough to eat," said Mrs. Goodell, frowning deeply as she went about her work again.

"An' that ain't all," Jane continued, eyeing Mrs. Goodell sharply. "They ain't got enough

to wear. Mr. Emerson's great-coat is all threadbare, an' Mis' Emerson's looks as if it came over in the ark. An' Fanny ain't no better off. I guess her school teacher's money is all they got."

Mrs. Goodell was still frowning. "Well, I dunno, I'm sure," said she.

"Well, I dunno neither; but it seems pretty hard lines to think of folks a-sufferin' right amongst us Thanksgivin'. Still if men ain't got no judgment, they ain't. Well, I must be goin', or Rachel'll think I'm makin' the sugar."

After Jane Lord had gone John Goodell, Mrs. Goodell's son, came. He lived in a town some fifty miles away, and he could not reach home much before Thanksgiving noon. The young man set his valise down on the floor, and shook hands with his mother. He did not kiss her. The Goodells were not demonstrative among themselves.

"Well, mother, how goes everything?" said he.

"Pretty well." Mrs. Goodell looked at him with repressed delight.

"Father's gone to church?"

The son strongly resembled his mother, only he was better looking. He took off his overcoat and hat, and sat down in the kitchen, inquiring after the neighbors in a furtive fashion.

"How are the Lords?"

"Pretty well, I guess. Jane was in here this mornin'."

"How are—the Emersons?"

"Well, I dunno."

"Well," the young man tried to speak in a jocular way. "I think I'll go down and call on Fanny some day while I'm here."

His mother stopped short, and surveyed him. "John, you ain't goin' down there, when you know how your father an' I feel about them Emersons?"

"I ain't been down there for quite a while, because I knew how father and you felt, mother."

"I don't see for my part what you can see in that Fanny Emerson, little, thin, peaked-nosed thing." Mrs. Goodell's words were bitter. "There's lots of girls I should pick out if I was a young man."

John straightened back his shoulders. "I don't see why she doesn't look as well as the other girls," he said. "But we won't talk any more about it now. It's Thanksgiving Day, and I've come home to have a good time."

"You ain't goin' down there to see her, John?"

"I tell you, mother, I won't talk any more about it. Father's coming."

Hiram Goodell had a sober air when he entered; even the meeting with his son could not dispel it. He had walked home from church with a neighbor, and the two men had stood talking together for quite a while at Goodell's gate.

Presently, when John left the room for a minute, Hiram turned to his wife. "I came up the road with Abel Bemis," said he, "an' he says the Emersons are in a pretty bad box this time, an' no mistake."

"Jane Lord's been in here talkin' about it," returned Mrs. Goodell.

"What did she say?"

"She thinks they ain't got enough to eat an' keep em warm. I dunno, but it does seem as if a man might contrive to get along, an' have enough to eat."

"Foster Emerson never had a mite of judgment. When you goin' to have dinner?"

"Jest as soon as I can get it on the table."

The Goodells generally despatched their meals quickly, but today they were a good hour. There was plenty to eat; all the homely richness of a country Thanksgiving feast was spread out on the table.

After dinner, Mrs. Goodell cleared away the table, and washed the dishes; then the family sat down together in the sitting-room and talked.

About four o'clock John got up and left the room. Pretty soon he passed the window.

"I wonder where John's goin'," said his mother.

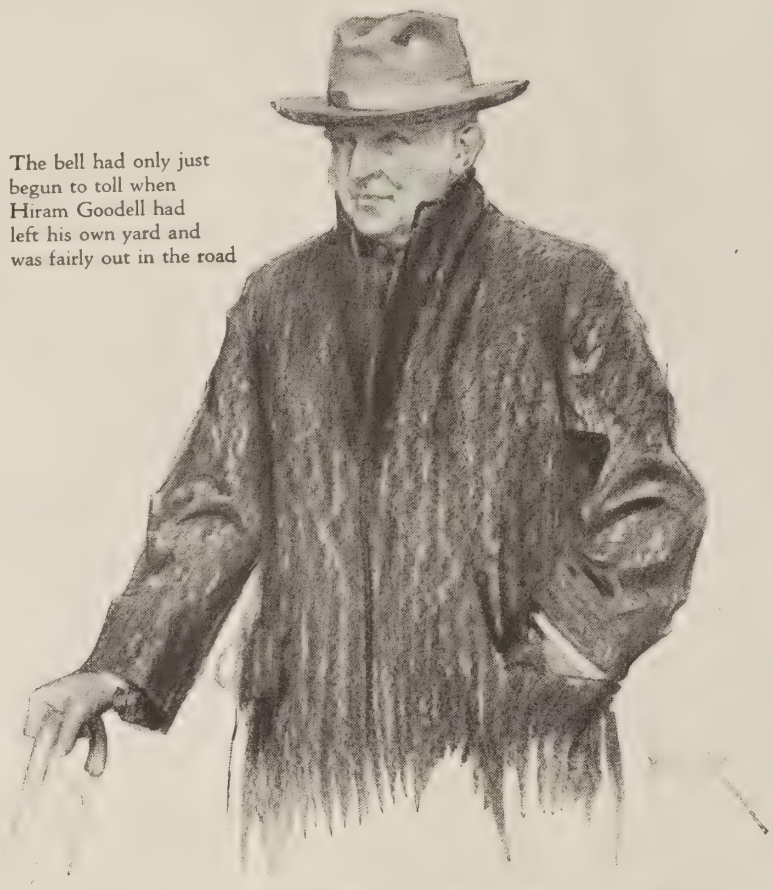
"He's turned up the road," her husband told her. "I guess he's goin' to see the Bemis boy."

Hiram picked up a paper; his wife rocked. Presently Hiram also rose.

"Where you goin', father?" asked Mrs. Goodell.

"I ain't goin' far."

But he didn't return speedily. Mrs. Goodell went to the window, and saw a figure that looked like his plodding up the road toward the Bemis'.



The bell had only just begun to toll when Hiram Goodell had left his own yard and was fairly out in the road

She sat down again and began to think. Presently the fire got low, and she went out for more wood. On her way, she stepped into the buttery.

"There's that other chicken pie," said she, "and I could cut a plateful of that turkey, an' nobody'd know it, an' there's twenty mince pies, an' ten apple, an' eight squash—no there ain't—why I don't see through it. I knew there was twenty mince, an' I can't count but nineteen, an' there ain't but nine apple, an' seven squash. For the land sake!"

She counted over and over again but she could not account for three pies.

"Well, there's enough, anyhow," she said. "I could carry 'em three or four, an' a piece of my plum-puddin'."

Mrs. Goodell stood deliberating. Then she put a stick of hard wood in the sitting-room stove, packed a basket full of provisions, put on her thick shawl and hood and started down the road to the Emersons'. The Lord sisters were at the window; but she did not look up. When she reached the Emersons', she set the basket under a lilac-bush at the corner of the house, then went to the side door. When she knocked Mrs. Emerson opened the door. She flushed when she saw Mrs. Goodell, then she became quite pale.

Mrs. Goodell was scared, but she spoke first. "Good afternoon," said she.

"Good afternoon," Mrs. Emerson spoke with timidity. "Won't you come in?"

Mrs. Goodell stepped in. Mrs. Emerson led the way to the kitchen.

"I'll have to take you in this way," she said feebly, "There ain't any fire in the settin'-room. Fanny's in there now. Somebody came to the front door, I dunno who; I'm afraid they'll catch cold."

"I'd jest as soon go into the kitchen," returned Mrs. Goodell.

Mrs. Goodell noticed that there was no odor of Thanksgiving cooking in the large kitchen. Both women seated themselves, but hardly looked at each other. Still Mrs. Goodell had a distinct purpose in view.

"It's a pretty cold day, ain't it?" said she.

"Yes, it's been pretty cold," Mrs. Emerson admitted shyly.

Mrs. Goodell turned her eyes on the other's face. "Seems to me you look kind of pale, Nancy," said she.

Mrs. Emerson looked at her—then she put her hands up to her face.

"Oh, Lois!" she sobbed, "you dunno what I've been through lately!"

Mrs. Goodell's eyes suddenly became red. "Don't take on so, Nancy. Mebbe the worst of it's over," said she.

"I dunno, Foster ain't got a thing to do this winter, an' Fanny's had to put in all her school money toward the interest."

Mrs. Goodell had out her handkerchief. "Look here, Nancy, there's somethin' I want to say—you've been feelin' hard an' I've had hard feelin's myself—an' I'm willin' to let it all go now."

Mrs. Emerson sobbed so that she could hardly speak. "I guess I'm willin'!" she said. "Oh, Lois, it's been a dreadful trial to me. I've told Foster, time an' time again, that the woodland weren't worth it."

"There ain't any use talkin' about that," said Mrs. Goodell. "There's somethin' I'm goin' to ask you, Nancy; how are you off for things?"

Mrs. Emerson's tears seemed to suddenly stop. "Lois," said she, "it's much as ever we've got enough to eat an' wear."

"You wait a minute," said Mrs. Goodell. She hurried out and presently returned with the basket. She set it down on the kitchen table, and turned toward Mrs. Emerson. "It kinder makes me think of when we was girls an' used to have some of each other's dinner to school," said she.

Mrs. Emerson looked at her and the basket. Suddenly she took a step forward and the two women had their arms around each other, and were crying on each other's shoulders. Suddenly the door opened and Foster Emerson and Hiram Goodell came in. They had been out in the barn talking. Hiram had a parcel under his arm. When he and his wife saw each other, both looked frightened, but she greeted Foster, and he spoke to Mrs. Emerson, as if it were an every-day call. Then he cast a comprehensive glance at the table. He recognized their basket and began undoing the bundle he carried.

"I thought I'd bring you over a little Thanksgivin'," he said, looking defiantly at his wife, as he slowly unrolled the bundle. Then he held it up. There were three pies, one set in another.

"For the land sake, father!" Mrs. Goodell made a spring forward. "If you ain't set the apple an' the mince pies right into the squash!"

She helped Mrs. Emerson set the pies to rights, while the two men stood by and watched, Foster Emerson's deep-set blue eyes full of delighted excitement. [*Continued on page 12*]

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

IT is indeed gratifying to note the progress that is being made in the care of enclosed cars. While the average motorist is giving more and more attention to the finish and upholstery of his vehicle, the improvement that is especially encouraging is the one so apparent in the service station. The service man appreciates the fact that a fine automobile is not a tractor.

A year ago last month on this page we commended good service men, but we observed that the attitude of many garagemen regarding closed cars had not changed as it should have during the past decade. Perhaps due to the increased distribution of closed cars and to the more beautiful finish of fine open cars, the situation is better now. An owner can leave his automobile at an established service station without worrying about soiled upholstery and curtains, greasy door handles and steering wheel, mars or spots of oil on the body or fenders. The service man is cautiously guarding against these things.

* * *

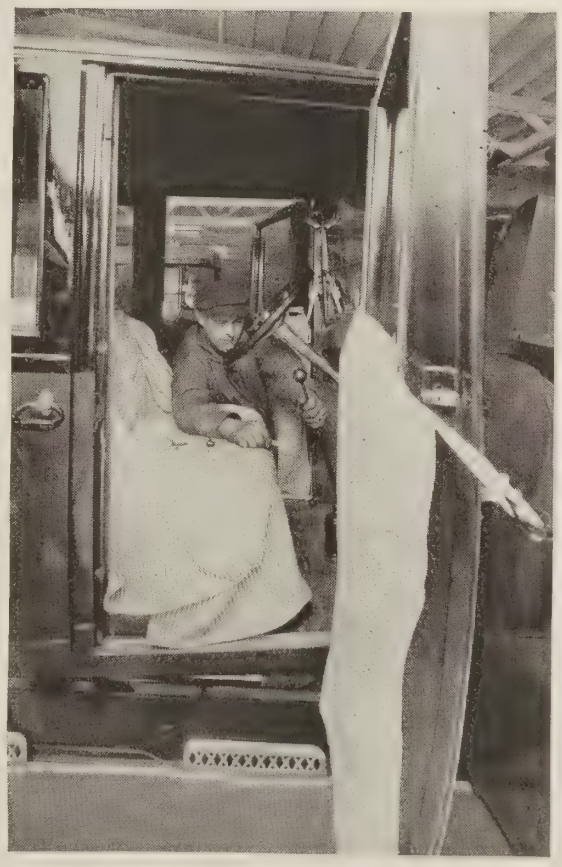
ONE of the notable illustrations of this respect for the fine motor car is seen in the serious effort the service man makes to protect the fenders and upholstery of his customer's car while it is receiving attention.

The dealer of today realizes that it is just as important to provide equipment for this purpose as it is to have on hand various wrenches, screw drivers and other tools. It is as necessary to do the required work cleanly and neatly as it is correctly.

He likens a beautiful car to a fine home. What would he think of a repairman who, putting in a new electric light fixture, let the mortar fall on a highly polished hardwood floor and then walked around in it? What would he think of a piano tuner who dropped his tools on the unprotected finish of the instrument?

Special tools, included in every tool kit, make it possible to remove a spark plug without injuring it and special equipment, common to most up-to-date service stations, make it possible to work on a motor car without damaging it. For instance, there are the special fender covers, padded and substantially made. They readily slip over the front fenders and are easily kept in place, a decided improvement over makeshift sheets formerly used by service men.

Service stations are now using fender covers, which not only protect the finish but also increase the efficiency of the mechanic



This view shows the seat and door covers which make it possible for a mechanic to work satisfactorily without injuring the upholstery

The fender covers have a two-fold advantage. Not only do they protect the finish of the fenders, but they also increase the efficiency of the mechanic because he has a safe and handy place for the tools he may need near him. In addition, the fender covers relieve him of the extreme caution necessary in working on a motor when the fenders are unprotected.

As will be seen in the upper illustration, the covers now in use enclose completely the fenders, including the shroud. The pads are made of good material, durable and easily laundered.

In the second illustration are shown covers provided by the service station to protect the upholstery of closed cars trusted to their care. It will be observed that these covers are also of special make, covering the front seat completely and the upholstery on the interior of the front doors.

These covers, similar to those used on the fenders, afford protection and increase the efficiency of the mechanic. When the seat is covered, he can work without worrying about the possibility of smearing the seats with grease or injuring the fabric with his tools. The service station takes great pains in keeping them clean just as it does the workmen's uniforms. Both the fender and upholstery covers are steps in the right direction.

* * *

ALL in all, the service situation throughout the country is considerably better than it was a year or so ago. It is really pleasing to the owner as well as to the manufacturer to see the efforts service stations are making to provide not only excellent mechanical facilities, but to adopt such plans that safeguard the finish and upholstery of cars.

While we are glad to have our product gain in distribution, there is equal satisfaction in knowing that the cars we have taken such great care in producing are suffering less and less from the carelessness of indifferent owners and service men.

Both as drivers and manufacturers of fine motor cars, we know what joy there is in receiving a car from the service station in spotless condition—with steering wheel, gear control and dash instruments clean, with upholstery fresh and beautiful and with the finish as sparkling as it was when new. Cleanliness is next to mechanical correctness in motor car maintenance. Whenever we see the ideals of both upheld in a service station, we congratulate the manager on his business wisdom.

# MEN YOU SHOULD KNOW ABOUT

## SAMUEL MORGAN, *Factory Manager, Drop Forge Plant*

SAMUEL MORGAN
Factory manager of the Buick drop forge plant

AFTER talking about Buick manufacturing with Samuel Morgan, manager of the Buick drop forge plant, a motorist leaves with a good idea of the spirit that exists among executives and workmen in the Buick organization. For in his enthusiasm in telling about the part his plant is playing in the building of Fours and Sixes, Mr. Morgan impresses on the mind of the visitor very strongly the fact that a product of the highest quality attainable is the ambition of everyone contributing to the manufacture of a Buick.

The earnest effort of Mr. Morgan to attain quality is typical of the Buick organization. Quality workmanship is paramount. Quantity production concerns him not at all, unless it can be accomplished along with quality production, which the drop forge plant is actually doing in a remarkable measure.

In the science of drop forging, Mr. Morgan is a veteran of recognized standing. Before the dawn of the automobile, he learned his trade as an apprentice with one of the country's largest builders of steam engines. His training was thorough and complete and when he began to make forgings for bicycles with another concern, he started to gain experience in the making of a great variety of forgings. For later he took up railroad work, having charge of a shop for some time, and he also made forgings in the structural iron industry.

During this time it is seen that he gained broad and practical experience in producing dies and forgings from the smallest kind to the largest.

Before joining the Buick organization, Mr. Morgan also spent considerable time with a large manufacturer of gasoline engines. So, in coming to Flint, he had a splendid background of experience for the work he was to take up.

In his work with Buick, Mr. Morgan has been fortunate in having associated with him some of the finest workmen in the trade. Many of them have been with Buick since the early days and those who have come later have immediately grasped the quality spirit of the Buick organization and have eagerly joined in striving for the plant's ideal.

This spirit was of great importance during the late war when the Buick factory manufactured Liberty aircraft motors. Among the thousands of operations required to build the motor, no operation was perhaps of greater concern than the drop forging of the Liberty crankshaft.

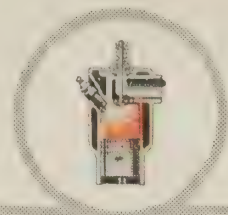
Buick workmen, accustomed to Buick methods and the rigid requirements of the organization, had little to learn to make the Liberty crankshaft. The dies, for instance, were fashioned in exactly the same manner as the dies for Buick crankshafts, and as a result of the years of drop forging and die making experience the Buick expert has gained, it was possible to fashion these dies so that the shafts, when forged, were completed in a single trip through the hammers and ready for the machining operations without further twisting. This feat, characteristic of the plant's quality methods, not only cut down the cost of forging the shafts but avoided disturbing the metal after it had been fashioned to shape.

It is interesting to note, also, that the Liberty crankshafts were forged on the same hammers used for Buick crankshafts—immense steam hammers that can strike a blow of many tons. The problem placed before the plant was only a task of applying the Buick processes to the specifications furnished by the government. The men themselves through years of experience were prepared and many of them who worked on the Liberty crankshaft are still with Buick, devoting their efforts to the production of quality crankshafts under the direction of Mr. Morgan.

At the present time the drop forge plant is making a hundred different forgings for Buick Fours and Sixes. The plant handles on an

Here we see the immense plant devoted to the manufacture of a hundred different forgings for Buick cars. An average of 150 tons of material is handled daily in this plant

This shows half of the first Liberty crankshaft die and the four men who made it according to the Buick practices



In this view are seen the first Liberty crankshaft and the crew of Buick men who forged it

This is one of the large hammers used in the Buick drop forge plants to forge crankshafts

average of 150 tons of steel a day, a tremendous amount of material when one realizes the great variety of parts produced.

The work that Mr. Morgan is doing is extremely technical in its nature. Besides emphasizing the need for quality workmanship in every operation, he is constantly endeavoring to refine the various processes under his control. With his associates he has worked out important improvements beginning with the making of the dies and extending through the final piece of work on the forging.

In a general way the drop forge plant follows the progressive system of manufacture employed in the other Buick plants. The material used in making forgings is brought to the rear of the plant in freight cars and is unloaded and handled by an immense electric crane. The metal bars are placed in racks, properly marked, and after passing the tests conducted by the chemical and metallurgical laboratories, are released for production.

As the bars are required they are cut to the proper lengths by immense mechanical shears. The bars are carried by crane to the furnaces, which are located near the hammers where the bars are forged. From the racks they are lifted by long tongs and heated in the furnaces until the right temperature is reached, when they are removed and placed under the hammers.

Two types of hammers are used in the Buick drop forge plant—immense steam hammers for the large forgings and friction lift hammers for the smaller forgings. The control of even the largest hammers is perfect, and the force of the blow as well as the time it is struck are entirely governed by the operator.

The concussion of the great battery of hammers is terrific and great care is exercised in building a suitable foundation for them.

The operation of forging is most easily explained by taking a concrete example, such as the front axle, which, by the way, has been greatly improved through new methods of forging.

It was formerly the practice to draw the yoke ends of the front axle, but now these are forged, relieving any strain that might be set up in the metal.

The heated bar is taken from the furnace and placed on the left side of the die and rolled under successive blows of the hammer. It is then moved and struck again to form the long part of the yoke (both ends). Then it is placed in the center of the die and hammered to a rough impression of the axle. Next it is lifted out and placed at the front end of the die to form the short end of the yoke (both ends). The following blows are struck at the right side of the die to bend the bar to the proper shape for the finishing die.

The rough axle is then reheated and placed in the finishing die, which is carried by another hammer beside the first one. After coming from the finishing die there is a ragged edge all the way around the axle. This raw edge of metal is called "flash," and while the axle is still hot it is placed in a machine with a cutter the shape of the axle. This cutter trims off the flash. Back into the finishing die goes the axle in order to guard against the possibility of distortion to the axle due to the trimming of the flash.

This is another hammer used for trimming large forgings in the Buick drop forge plant

After the spring pad surfaces are pressed down in another operation, the axle is ready for the heat treating ovens. The heat treatment of forgings is especially adapted to the sort of work each particular forging must do.

In general the forging of the hundred different parts is much the same, but of course, in the case of simpler forgings fewer operations are required. In other cases, the ingenuity and invention of Mr. Morgan and his associates have made it possible to make the more complex forgings with the minimum number of operations. A notable instance is the Buick six-cylinder crankshaft, with its nine bearing surfaces and its six throws projecting from the center at different angles. Ordinarily, such a shaft is forged flat and is then bent to shape. But in the Buick forge plant this shaft is forged to shape in one heat and one trip through the hammers.

The outstanding features of the Buick drop forge plant, under the direction of Mr. Morgan, are the efficiency of its manufacturing system, the individual treatment of each type of forging and the exceptional quality found in each finished forging.

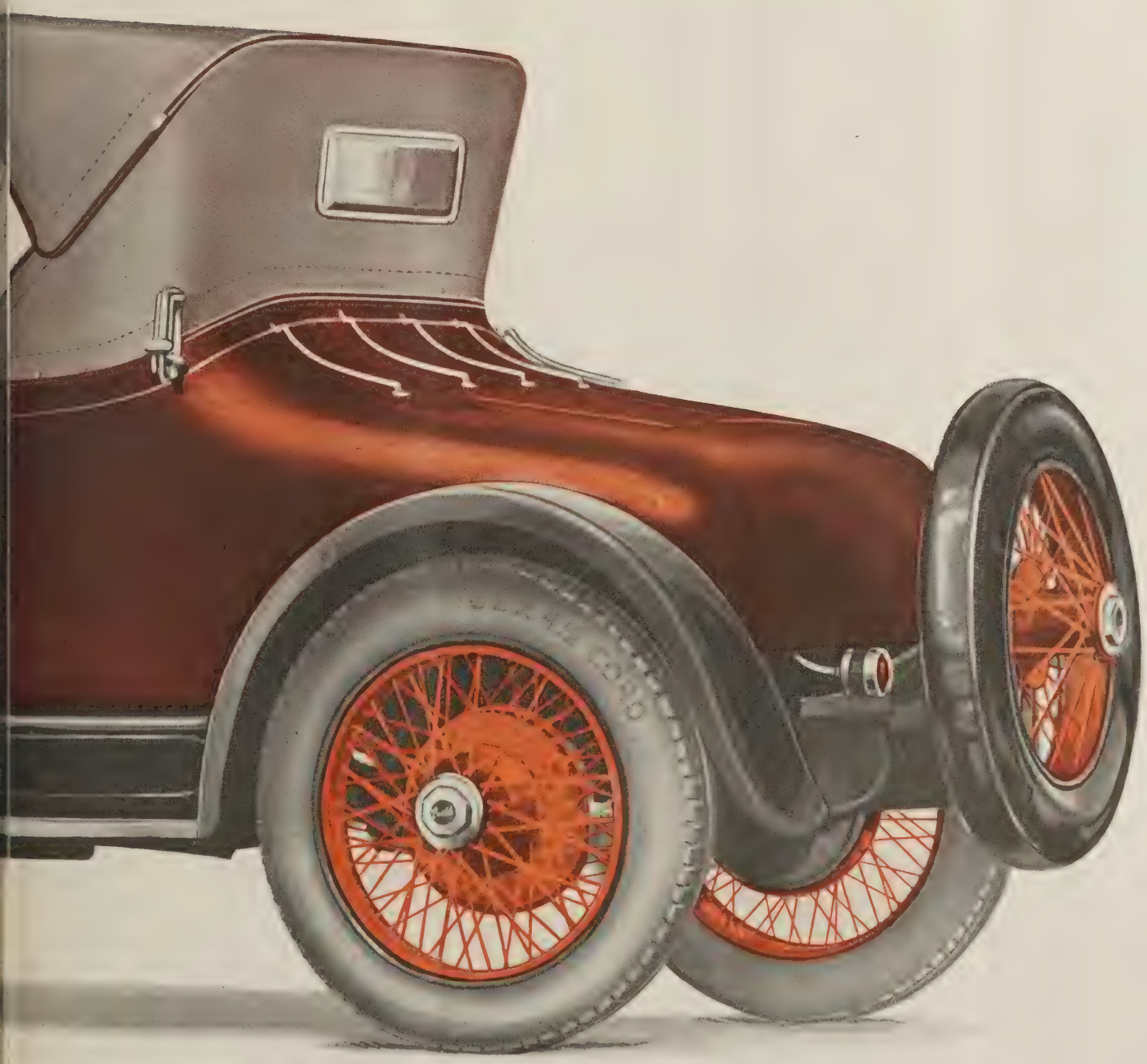
These things result from the great care the forge experts give to each operation and the practical knowledge and experience they have to call upon in handling new problems and in improving old processes. Mr. Morgan has been an important factor in the development of the drop forge plant and he has been greatly assisted by the co-operation of men who have had similar experience over a long period of years.

The immense drop forge plant and its capable personnel is another illustration of the complete equipment and broad experience of the Buick organization, the benefits of which are so clearly expressed in the quality of the Buick product. The centering of such units as the drop forge plant in one organization accounts to a large extent for the all-around Buick excellence—an excellence that has been recognized for twenty years. In the present season these units are at their highest point of efficiency. Buick is manufacturing its finest line of Fours and Sixes and the demand for the new 1923 cars is exceeding all expectations by far.

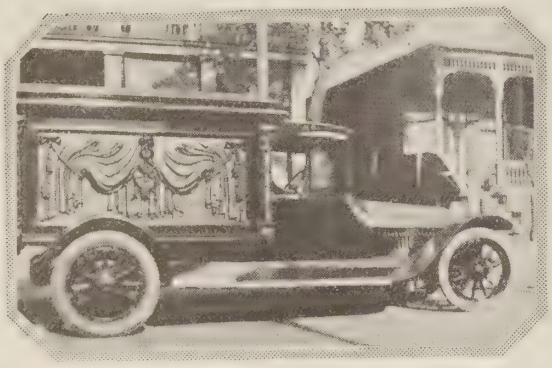
The Buick
23-Six-54
Three-passenger
Sport
Roadster

# ew Buick Sport Roadster Takes Motor World by Storm

THE tremendous demand for this 1923 Sport Roadster indicates the high regard in which it is held by motorists everywhere. Its predecessor took the 1922 automobile shows by storm. On all sides it was declared the smartest and richest roadster of the season. And now this 1923 Roadster, with many improvements, is winning an even greater reception. It is the outstanding value of the year.



# Modern Business Men Demand Buick Equipment



THIS hearse is on a 1915 Buick chassis and is owned by Abel Landry, Napoleonville, Louisiana. Performing beautifully, it serves to confirm the Buick reputation for lasting quality

BUSINESS men and women everywhere demand Buick transportation not only because of the comfort and convenience afforded by any one of the Buick models but more especially because of the dependable mechanism around which each is built. Some of the Buick owners who are profiting by freedom from unnecessary delays in attending to their business transactions are shown on this page.

THIS 1922 Buick Four has been in continuous service, day and night, since last April, testing tires for the Corona Cord Tire Company, Butler, Pennsylvania. "It is in as good mechanical condition as when it was purchased," write its owners

FOR distinctive and dependable delivery, this Melbourne, Australia, pastry manufacturer uses a Buick Four. It is proving highly serviceable and satisfactory

VALVE-IN-HEAD Buick MOTOR CARS

DRIVING his third Buick roadster, Ben F. Kelly, of Charleston, Illinois, representing The Penn Mutual Life Insurance Company, covers 19 counties in Illinois

SINCE purchasing these five Buick Four roadsters, the Gurney Seed and Nursery Company, Yankton, South Dakota, has purchased another, all of which are used by salesmen. D. B. Gurney, president, drives a Model 50 Sedan and J. C. Gurney, secretary-treasurer, owns a Model 45 Touring

IN looking after his entertainment enterprises, F. P. Hillman, of Omaha, Nebraska, depends on Buick for personal transportation

LANDSCAPE gardener and tree specialist, L. S. Ward, of Kirkwood, Illinois, has covered more than 85,000 miles in this 1918 Buick with his family. Mr. Ward's work is national in scope and he has kept his Buick in daily service for four years with a very small repair cost

"CARS, to perform the duties demanded in our business, must meet the highest standard of dependability. The Buick product has met our demands in every way," writes the Niles Transfer Company, Niles, Michigan

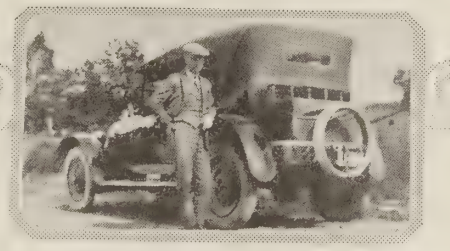
IN Southern California, the Victor Girard Company is known as one of the largest real estate operators on the Pacific Coast. Of the many cars used by salesmen, Buick dominates by far. This shows Buick cars at one of the sub-divisions

# Demand for Buick is Based on Mechanical Excellence

WHY does the demand for Buick cars continue to increase season after season? The answer, in the words of owners, is simply that in Buick the ideal qualities are found that make a motor car investment profitable and secure. Aside from beautiful design and finish, Buick possesses a mechanical excellence that insures consistent performance. This has been the important consideration causing the ever-increasing demand for Buick and is the one that interested the 1922 owners represented on this page.

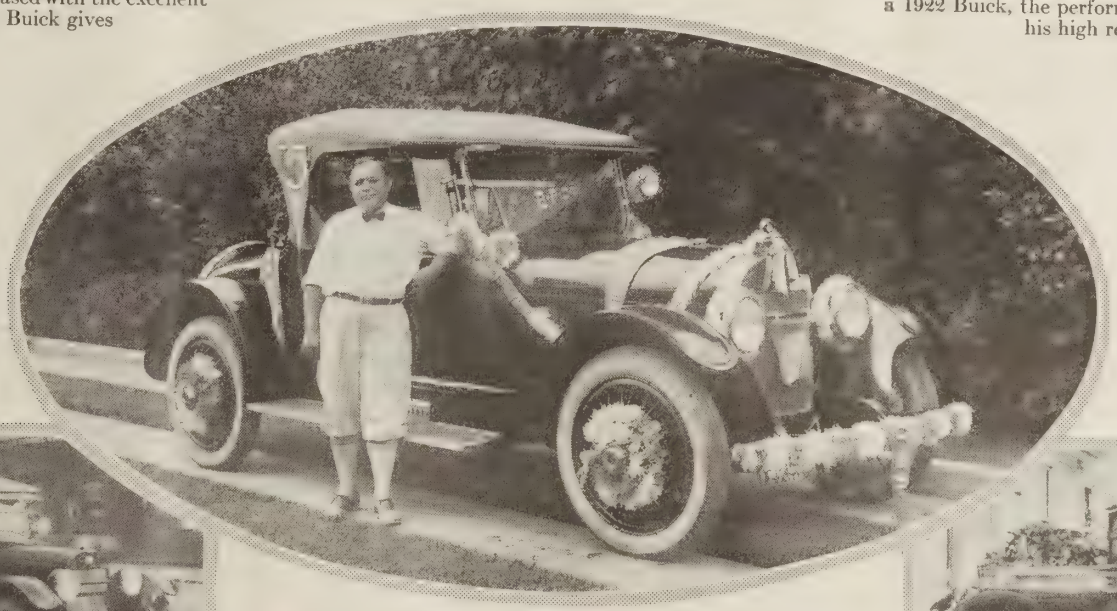
ENTHUSIASTIC in their praise of Buick driving and riding qualities are Mrs. Bertha Mueller and Miss Marguerite Miller, of Seattle, Washington

DRIVING his second Buick, S. E. Long, manager of the Thomas Fruit Company, Miami, Oklahoma, writes that he is more than pleased with the excellent serviceability Buick gives

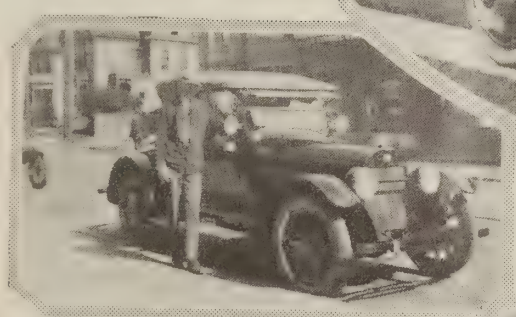


"THE roadability of my Sport Touring is a surprise to me," writes A. W. Lines, of the Muskegon Motor Specialties Company, Muskegon, Michigan, who has made several trips between Muskegon and Detroit comfortably and quickly

BECAUSE of the success he had with a 1915 Buick, Albert Mitzlaff, of Johnstown, Pennsylvania, purchased a 1922 Buick, the performance of which is maintaining his high regard for Buick



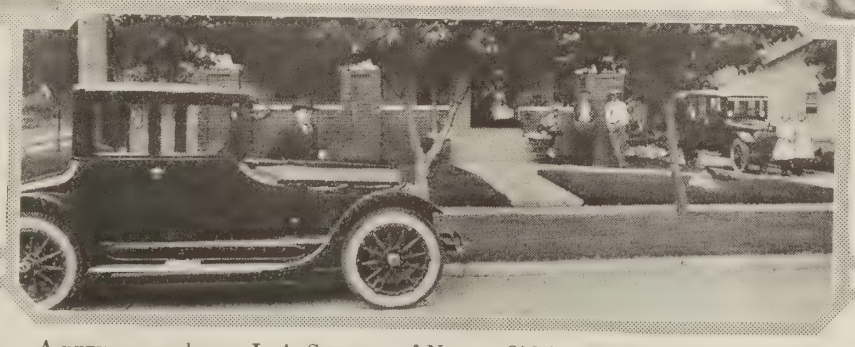
AT the annual outing of the Freeport Lodge of the Elks, John J. Miller, of Baldwin, Long Island, won first honors for the most beautiful car with his new Buick Sport Roadster



"WHEN this photograph was taken my 1922 Buick was a year old," writes Louis McKinney, of Milwaukee, Wisconsin. "It still looks and runs like new. I don't expect to buy anything else but a Buick from now on"

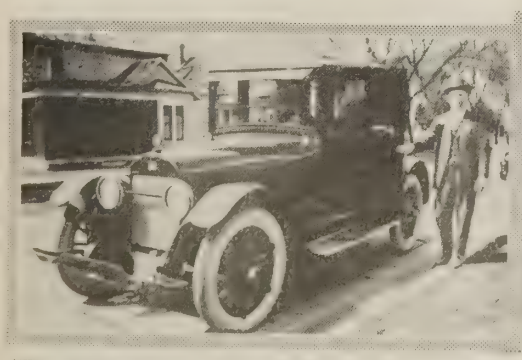
"SUCH a sense of surety as well as pleasure accompanies a Buick drive that neither my mother nor myself feel any anxiety concerning our safe return," writes Miss Myrtle Mitchell, Bowling Green, Ohio. "We also appreciate your service"

VALVE-IN-HEAD Buick MOTOR CARS



A RETIRED ranchman, L. A. Sweeney, of Norma, Oklahoma, has a 1922 Coupe for business purposes and a 1922 Sedan for his family

VALVE-IN-HEAD Buick MOTOR CARS



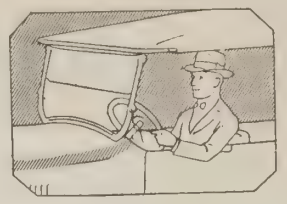
"THIS Model 48 is my fourth Buick. Each car has given me unparalleled satisfaction," writes W. H. Korns, Cherokee, Iowa

"THE Buick is everything you advertise it to be," writes Ray Weed, of Newburgh, New York, "and the attention received from Buick representatives is a great asset to the owner"

"MOST courteous attention is accorded by your service men, which adds doubly to our Buick," writes Mrs. J. M. Shell, of Newport News, Virginia

# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars



## Caring for the Storage Battery

THE storage battery requires so little attention that owners sometimes neglect it entirely. With regular care a battery will perform up to its maximum efficiency for an indefinite period.

Under normal driving conditions the generator will keep the battery fully charged and the only attention required will be to keep the level of the electrolyte or acid solution above the top of the plates. This solution is a mixture of distilled water and C. P. sulphuric acid and since the water is constantly being evaporated more distilled water must be added at frequent intervals. The acid does not evaporate and no more should be added to the electrolyte.

Once a week during warm weather is not too often to inspect the electrolyte while in cold weather once every two weeks will be sufficient. It is also advisable to have the battery tested occasionally at a battery service station, where, by the use of a voltmeter and hydrometer its exact condition will be determined.

*Authorized*
*Buick Dealer Service*

EVERY BUICK Valve-in-Head owner is entitled to and will receive prompt and efficient service —the kind that will insure him the uninterrupted use of his investment. No matter where you go, there is a Buick branch or a Buick dealer close at hand prepared to give you intelligent attention

If the car has not been used for some time the battery should be tested when the car is again placed in service. A fully charged battery will show a hydrometer reading of between 1.270 and 1.290. If the reading should be less than 1.225 the battery should receive a charge from an outside source.

Batteries are furnished by battery manufacturers, however, for use in climates where freezing of water never occurs. These have a lower hydrometer reading. This type of battery is fully charged at a reading of between 1.200 and 1.220 and should receive a charge from an outside source if allowed to go below 1.155.

In cold weather, especial care should be taken to keep the battery fully charged and the electrolyte above the plates. A battery only partly charged will freeze while a fully charged one will not.

The above simple precautions are all that are required to insure good battery service and faithful attention to the battery will be repaid by uninterrupted performance.

## Down the Road to the Emersons'

(*Continued from page 4*)

All at once they heard a murmur of voices and the door was opened. There stood Fanny Emerson and John Goodell. John had gone to the Emersons' in the same way that his father did, up the road past the Bemis house, then across lots behind their own, emerging just above the Lord house, into the highroad.

When John saw his father and mother, he looked abashed for a minute, then he stepped forward boldly. "Hullo! you here?" said he. "I've been making a little call on Fanny."

He surveyed the table swiftly, then he placed some chairs near the stove for himself and Fanny; it all seemed like an ordinary neighborly visit. By-and-by it was growing dusky, and Mrs. Emerson brought out the teapot. Mrs. Goodell helped her spread the table, and the two families had supper together.

It was bright moonlight when the Goodells went home. John walked on ahead whistling, while his father and mother followed more slowly. It was not until they were past the Lords' that Hiram spoke.

"Well, I told him I'd give him a job cuttin' wood for me all winter, if he wanted it,—an' I've 'bout made up my mind I'll buy that woodland off his. The wood won't be ready to cut on it for another ten year, an' there's the taxes, but I dunno but I'd better."

"Well, mebbe you'd better," said his wife, with a sigh.

It was quite late when they reached home, but late as it was, Jane Lord came over again. She wanted to borrow some yeast and stood hesitating at the door, after her cup was filled.

"I want to know," said she, "if I see you all goin' down the road to the Emersons' this afternoon."

Mrs. Goodell drew herself up. "Yes," she replied, "what of it?"

"Oh, nothin'. I jist wondered."

John put on his coat again, and walked home with Jane and carried the yeast. When he returned, he paused at his own gate, and stood for a minute looking down the road. It was like a broad track of silver in the moonlight. It seemed as if all the Thanksgivings of his life would lie down the Road to the Emersons'.

It's not what you pay, *it's what you get for what you pay,* that counts when you buy an automobile

### Over Mountains and Through Sand

MY 1919 Buick proved so satisfactory that I purchased a 1922 model," writes S. W. Biddle, of Akron, Ohio.

"We made a trip to Miami, Florida, and return—a distance of 3800 miles—with a load that weighed about 1500 pounds and did not have trouble, going over mountains and through sand without difficulty.

"My repair bill on the 1919 Buick was not more than $25 in all. I am well pleased with the new Buick."

### The Most Complete in its Class

MY Buick Special Six Roadster is admired by all who have seen it, in fact it's the talk of the town and the universal expression is that it's the most complete and beautiful car in its class," writes Guy Bromley, of Atchison, Kansas.

"To say that I am proud of it does not begin to express it, and to date it has performed perfectly."

### Praises His Father's Selection

I WAS presented with a 1922-Six-45 model by my father last spring and I think it is the easiest and nicest car I ever operated. My father has his third Buick Roadster now and I believe he had good judgment in selecting the car he did for me," writes C. H. Dalbey, of Dalbey Brothers, Churdan, Iowa.

This is the fourth Buick owned by C. J. Munger, of Lafayette, Indiana, who says, regarding Buick, "You can't beat them." Mr. Munger is proud of his Buick, as evidenced by the wording on the tire cover.

Emblem of Satisfaction

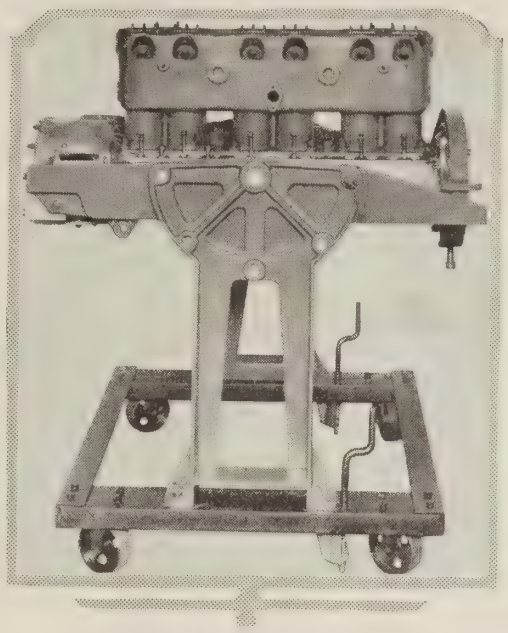
# Special Equipment and Tools of Service Stations Important to Buick Owner

Emblem of Satisfaction

LAST month in summing up the advantages Buick owners gain in using Authorized Buick Service Stations, the letters of the MacFarland Auto Company emphasized the importance of special tools and equipment in servicing Buick cars. Buick owners have benefited materially by the machine tool development which has been a distinguishing feature of Buick manufacturing processes and in the same way they are benefited by the installation throughout the country of special service tools and equipment which carry with them revolutionary changes in service station methods.

Besides devoting a great deal of time and thought to the design of special equipment, the Buick Service Division holds clinics at the various branch and distributing points from time to time. These meetings are attended by dealers and service men, who, in the interest shown, demonstrate their intention of keeping ahead of the times in their service facilities.

In this way Buick dealers acquire first-hand knowledge of special tools and servicing methods recommended by the Buick Service Division. New tools and equipment are constantly being designed not only to make radical cuts in the time necessary to perform service operations, but also to insure greater accuracy and superior workmanship. Some of the tools which have been developed for the special use of Buick Authorized Service Stations are illustrated on this page.



This motor stand saves time, increases convenience for the mechanic and results in greater accuracy

There is, for instance, the main line boring bar fixture, which eliminates the older method of hand-scraping of bearings, effecting a great saving of time and providing the accuracy of machine methods. The fixture assures a perfect alignment of all bearings and can be used without removing the cylinder block from the crankcase. It may be used with either Buick Fours or Sixes.

Another servicing improvement is seen in the special piston pin jig which holds the piston to a true circle while the piston pin is being forced into place.

The connecting rod aligning fixture is designed to check the piston pin both in parallel and vertical positions. The use of this fixture means that the piston pin will be absolutely square with the crank pin.

Clutch plates are easily and perfectly assembled through the use of the special clutch jig, which accurately fits the plates to the driving studs and the clutch hub. It is specially designed to provide disassembly, inspection and reassembly of the clutch in a very short time.

Another piece of special equipment of importance is the motor stand which makes it possible to completely disassemble and reassemble a Buick motor with all parts conveniently placed for operations by the service mechanic. In addition, it is highly valuable because of the resulting accuracy in the work performed.

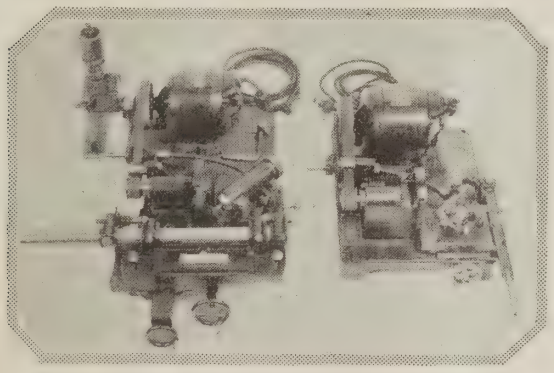
Through the use of the special gear pusher and puller set it is possible to remove and install all timing gears without the possibility of throwing the crankshaft and camshaft out of alignment.

A simple method of pulling wheels is provided by the rear wheel puller. It is one of the simple tools designed to save time.

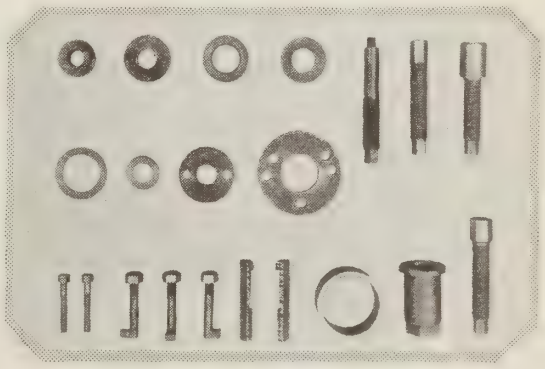
For all work on bushings, the broaching outfits recommended for Authorized Service Stations are simple in their operation and important in the quality of work they do in the minimum time.

The use of either of the two valve grinders approved by the Buick Service Division eliminates the slow process of hand grinding of valves, making simple and accurate the operation of valve and cage grinding.

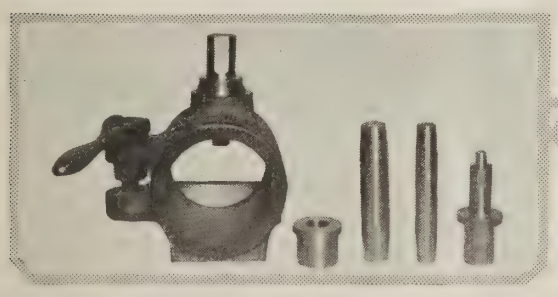
Many other tools are not illustrated. All of them combine to make the Authorized Buick Service Station capable of rendering proper service in repair and reconditioning work. They are of great importance because of the better work they do in less time, and, consequently, at less cost.



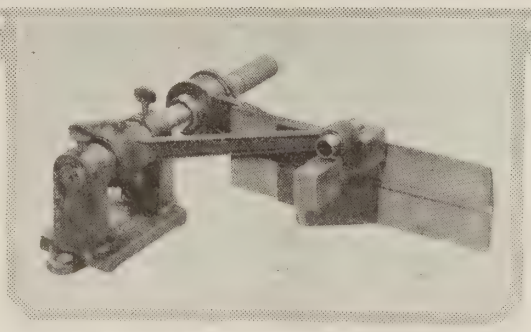
Here are two types of valve grinders in use, each of which insures greater accuracy in grinding



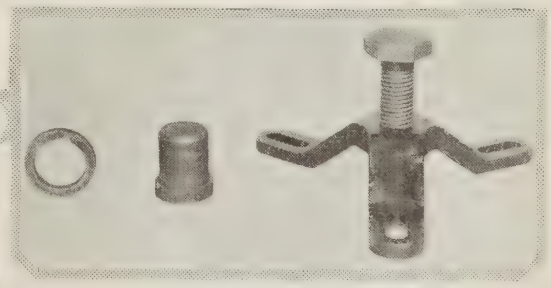
For efficient gear work this special gear pusher and puller set was especially designed



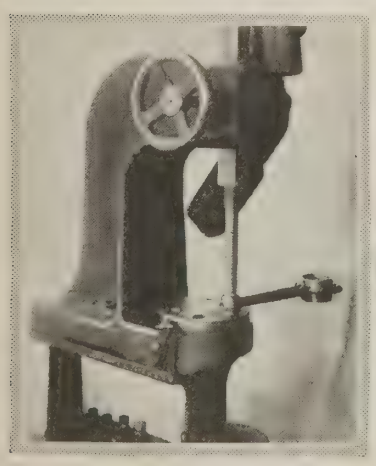
The Buick special piston pin jig assures the holding of the piston to a true circle



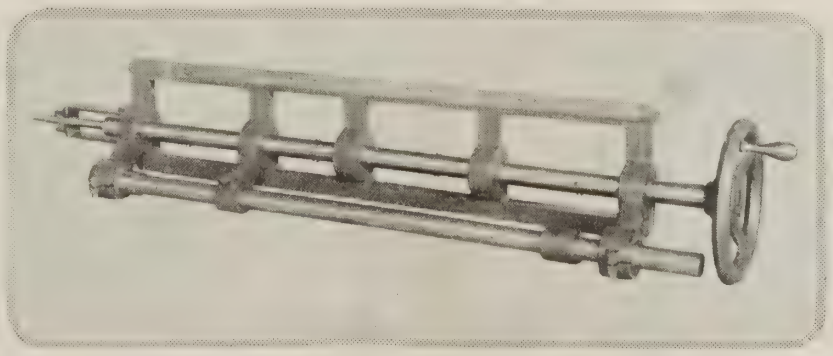
Universal for all Buick models, this connecting rod aligning fixture is highly efficient



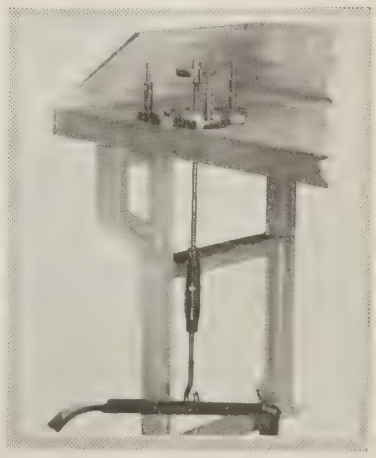
This rear wheel puller saves a great deal of time and because it is light, it is easy to handle



This shows the broaching outfit approved for Authorized Buick Service Stations



This is a main line boring bar, which insures greater accuracy in replacing main bearings

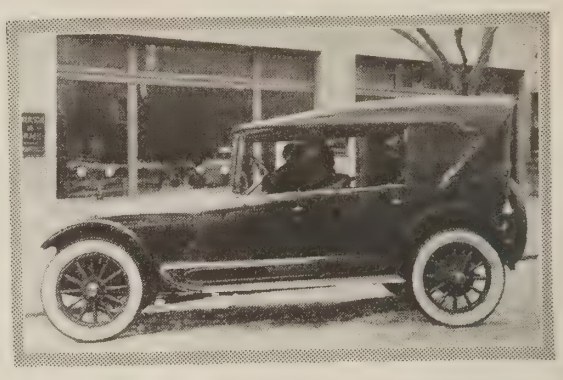


To facilitate efficient work in assembling the Buick clutch, this special jig was designed

# Buick in Demand by Washington, D. C., Motorists

SINCE his arrival from London two years ago, Captain C. J. Henry, military attache, British Embassy, has used his Model 21-Six-44 continuously. He says his Buick has given him splendid service at all times

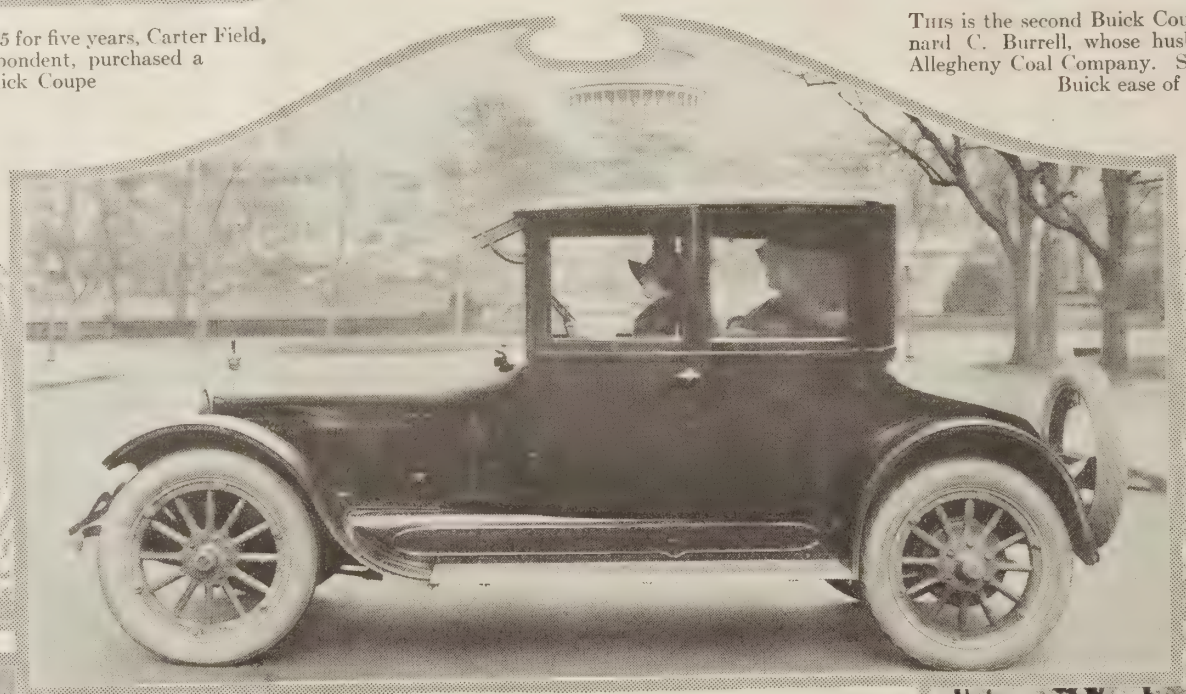
A SUBJECT of general remark among tourists is the frequency with which they meet Buick cars on highways and in representative towns and cities. In many communities the prevalence of Buick cars is, indeed, impressive. Yet, it is quite natural because the apparent beauty of Buick cars and their unusual performance records soon convince others that Buick value is exceptional and highly desirable. Consequently, there is an increased demand for the Buick product. In this respect, Washington, D. C., is typical of hundreds of other cities. Some of the Buick owners in Washington are shown on this page.



BECAUSE of all the comforts and conveniences it affords, combined with its dependability and ease of operation, Buick is favorite among women drivers in Washington as it is in other representative cities. Here we see Mrs. R. Bruce Emerson and Mrs. James W. Orme

AFTER using his Buick D-35 for five years, Carter Field, Washington correspondent, purchased a 1922 Buick Coupe

THIS is the second Buick Coupe owned by Mrs. Maynard C. Burrell, whose husband is president of the Allegheny Coal Company. She is highly pleased with Buick ease of operation



FINDING unusual comforts for touring in her Buick Coupe, Mrs. Fitshugh Lee, with her husband, Colonel Fitshugh Lee of Culver Military Academy, has made several trips from Washington to Culver, Indiana

HAVING been the owner of six Buick cars, Samuel A. Kimberly, general manager of the American Ice Company, needless to say, is an ardent believer in Buick serviceability

BESIDES this 1922 Sedan, J. J. Cleary owns a Buick Touring, both of which he says are giving him splendid service

© HARRIS & EWING

ANOTHER proud Buick driver in Washington is William H. Emerson

HERE is Mrs. J. K. Jennings in her second Buick. Both she and Dr. J. K. Jennings say that Buick performance is satisfactory performance

# Experiences of Buick Owners at Home and on Tour

## Splendid Response of 1916 Buick Impresses Owner

I HAVE just returned from what I consider a remarkable automobile trip. The trip was made in my Buick, Model D-45, which I have been driving for five and a half years and which has been driven approximately 50,000 miles," writes J. A. Davis, of Albany, Georgia.

"A great many of my friends thought I was foolish to undertake a trip to Asheville in a car that has seen so much service as my old Buick, but I had driven the car so much and had so much confidence in its ability to 'deliver the goods' that I went away with the feeling that I could depend upon the D-45 to carry me where I wanted to go, and I only wish that I could spare the time to start out tomorrow and take the same trip over again.

"Not only did we drive to Asheville, but we toured the mountains of western North Carolina in the Buick. One of the first trips we made was from Asheville to Chimney Rock, where the Buick showed me that when it came to mountain climbing it could be absolutely depended on. It surprised me the way the old car pulled up the steep grades of the Chimney Rock climb.

"The following morning we set out from Asheville to drive to the top of Mt. Mitchell, the highest peak in America east of the Rockies. A new road has just been opened up to the top of Mt. Mitchell and from the point where the Mt. Mitchell road branches off from the Asheville-Charlotte highway, it is a steady pull of about 16 miles to the top.

"There were about 15 or 20 cars that made the trip at the same time and most of these cars were stopping at the numerous water stations which have been provided for this purpose along the road to fill up their radiators or to cool off the engines. We did not have to stop at all to put water in our radiator and the water never reached the boiling point on all that long, hard pull.

"When we reached the top of the mountain road I could see the water in the radiator and it took only about a quart to fill it up again for the trip back down.

"I am sorry that I did not keep a record of the mileage that we got on this trip. On the trip up we figured that the mileage from a gallon of gas was close to 20 miles.

"The thing that impressed me most about the trip, I think, and which we enjoyed fully as much as the grand mountain scenery we were privileged to view, was the smooth, easy running of the car and the way it responded to every call that was made upon it.

"So easily did we negotiate all the grades in the mountain roads of North Carolina that we have nicknamed our car 'The Mountain Goat.'"

THIS shows Mrs. August Burchy and her Buick Coupe in front of the Burchy home in St. Petersburg, Florida, just after participating in the parade of the "Festival of States," held there recently

"I AM enclosing photo of my 1920 Buick taken in Bad Lands, South Dakota," writes E. E. Dubes, vice-president of the Armour State Bank, Armour, South Dakota.

"I made a trip of more than 1,900 miles through the Black Hills and Bad Lands, South Dakota, without a cent for repairs, not even a puncture. I am now driving a 1921 Buick, which is my second Buick, and when I buy another car it will be a Buick"

## Through Desert and Over Mountains Without Overheating

WE arrived in Bonanza, Oregon, yesterday, an actual road distance of 2160 miles from Hominy, Oklahoma, and made the trip in 10 days' driving," writes Percy Dixon, of Hominy, Oklahoma. "We only drove once after dark.

"We drove 246 miles yesterday through a desert, over two rocky mountains, and alkali sand, and never overheated our engine at any time. We pulled some very heavy grades as well as lots of sand, and I am stronger for Buick than ever.

"There are Buick service stations at some of the most remote spots. Some of our road was miles and miles from habitation and a hundred miles from a railroad, but I am glad to say we came through without any mechanical trouble. We broke a radius rod near Twin Falls but were only delayed one and one-half hours at that, as the service station had a complete stock of repairs."

"I AM enclosing a picture of our 1918 Buick Roadster E-6-44, taken at Lone Star Geyser (altitude 7,600 feet), Yellowstone Park," writes L. E. Graham, of Great Falls, Montana.

"This car normally operates at an elevation of 3,500 feet and went through the high passes, in the Park, ranging around 10,000 feet, without resetting or changing the carburetor and showed no loss of power or appreciable loss in gasoline mileage. I would like to add that the water never boiled and the brakes never smoked.

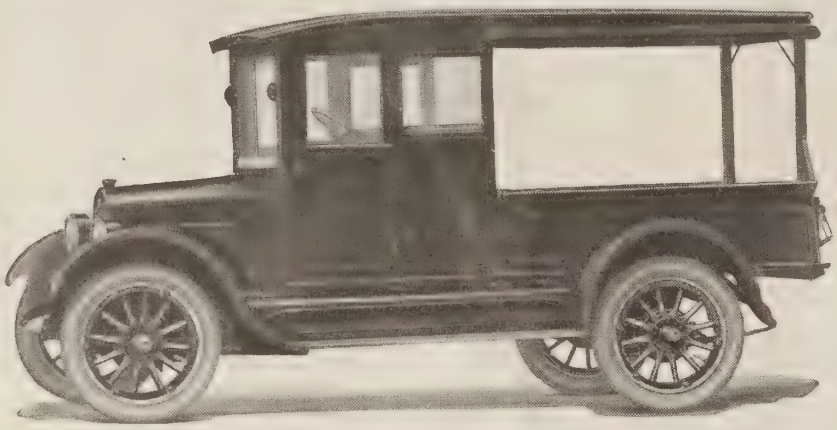
"A Buick adds so much to the pleasure of seeing the National Parks, and there are lots of folks seeing the Parks in Buick cars."

"THESE three cars and their parties are all from New York City, or Englewood, enroute to Yellowstone Park and points west," writes Leslie C. Booen, of Bowman, N. D., where the parties stopped for this picture

# Big Values Found in Buick Special Delivery Create Remarkable Demand

*Open Express Body with Cab Complete—$840*

*Canopy Top with Screen Sides Complete—$875*



*Canopy Top Delivery Complete—$855*

*Combination Passenger and Express Complete—$935*

*Steel Panel Body with Cab Complete—$860*

*De Luxe Panel Body Complete—$960*

*Prices f. o. b. Factories*

BUILT especially for commercial purposes, the new Buick Special Delivery, provided in six useful body types, is showing remarkable gains in distribution every week. All manner of merchants, manufacturers and farmers find the Special Delivery genuinely economical from every standpoint, appreciating fully the combination of efficient commercial car design and the superiorities of the Buick chassis. Greater and greater is becoming the demand for the Buick Special Delivery.

Ask about the G. M. A. C. Purchase Plan which provides for Deferred Payments

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*Division of General Motors Corporation*

Pioneer Builders of Valve-in-Head Motor Cars

*Branches in All Principal Cities—Dealers Everywhere*

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# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

DECEMBER 1922 FIVE CENTS A COPY

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DEC 29 1922

Our Christmas wish for you is just real happiness with those you hold dear and twelve months of plenty for the New Year

Buick Motor Company

*Around the Christmas Fire*

The wind may shout as it likes without;
It may rage, but cannot harm us;
For a merrier din shall resound within,
And our Christmas cheer will warm us.

There is gladness to all at its ancient call,
While its ruddy fires are gleaming,
And from far and near, o'er landscape drear,
The Christmas light is streaming.

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

Subscription rate, Fifty Cents per year.
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E. T. Strong, *Managing Editor*

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December, 1922

# Father Christmas

By J. J. BELL

MR. JOSEPH REDHORN, the Fairport painter, paperhanger and decorator, entered the pretty, cosy parlor of the Misses Lavendar's villa.

"I'll tell them ye're here, Maister Ridhorn," said Flora, the middle-aged general servant who had shown him in.

"Thenk ye," returned Mr. Redhorn, fumbling with his cap.

The maid lingered. "Are ye busy the noo, Maister Ridhorn?" she enquired.

"Middlin'," he replied, transferring his gaze from the carpet to the clock on the mantelpiece.

"We're gettin' near the end o' anither year," was Flora's next remark.

"Ay." Mr. Redhorn's brevity was defensive rather than offensive. For three years at least he had been desperately afraid of Flora's friendliness. He was a lonely man, and for lonely men of his age, which was about fifty, there is sometimes a Queen as well as a King of Terrors.

"Weel," said Flora again, "I better tell them ye're here." She nodded good-naturedly to him and left the room.

Mr. Redhorn, breathing audibly, passed his hand over his scanty hair, and producing his handkerchief, wiped his brow.

"I didna commit masel' that time, the Lord be thanket," he muttered, and fell to wondering what the Misses Lavendar, whose house he had painted, papered and decorated a few months previously, could be wanting with him on this particular evening.

Without keeping him long in suspense the ladies appeared. The Misses Lavendar, Mary and Lucy, flourished in that personal charm and daintiness which can make sixty nigh as sweet as sixteen, women of comfortable wealth, who had made their home in Fairport for many years.

"Good evening, Mr. Redhorn," they said together, smiling kindly to the painter, who had risen on their entrance, and then, "Please sit down." Miss Mary continued. "I hope you did not mind being disturbed this evening, but my sister and I were particularly anxious to have a few words with you."

"I hope ye've had nae carse for complaint wi' ma pentin', paper-hangin' an'—" stammered Mr. Redhorn anxiously.

"Oh, dear, no!" cried Miss Mary. "Everything has been very satisfactory. The matter we wished to see you about was quite another matter, not a business matter," she halted, and turned to her sister. "Perhaps, Lucy, you would explain to Mr. Redhorn. You know it was your idea to begin with."

Lucy, the younger of the two by a couple of years, laughed lightly as she said, "My sister and I are going to ask a great favor—a great favor—of you."

After a slight hesitation, Mr. Redhorn, breathing hard, said solemnly: "If it's anything I can dae, mem, I'll dae it. But—but I hope ye're no' wantin' me to droon yer cat. I ken it's gettin' auld, but—weel, I yinst drooned a cat to obleege a leddy, an' it haunts me yet."

"Oh," cried Miss Mary. "It is nothing so dreadful as that!"

"I'm glad to hear it, mem, and I ask yer paurdon for interruptin' ye, mem."

"I'll explain as quickly as possible," said Miss Lucy. "Perhaps you know that at the New Year my sister and I endeavor to provide some little treat for the Fairport children."

"Fine, I ken it, mem!"

"Well, this year we find we must be absent from Fairport for the New Year week—"

"The weans'll be sair dissapintit."

"But we propose to try to give them a little treat at Christmas. I know they don't hold Christmas here as a rule—"

"Jist the gentry hauds it, mem. Excuse me for interruptin' ye, mem."

"But my sister and I are going to risk the innovation. Do you think any of the children here have ever had a Christmas tree, Mr. Redhorn?"

The painter shook his head. "Never. But Christmas cairds is becomin' mair fashionable every year. But excuse me for—"

"Well," Miss Lucy resumed, "we are going to have a Christmas tree, and what we require now is a Father Christmas. You understand?"

"Ay. I've seen picturs o' Fayther Christmas, mem."

"Then, Mr. Redhorn, do you think you could so greatly oblige us as to make yourself like one of those pictures of Father Christmas?" Miss Lucy smiled beseechingly at the painter. Mr. Redhorn regarded her with stunned amazement.

"You see," Miss Lucy continued, "our tree would not be complete without a Father Christmas to give away the little gifts to the children. And we are sure there is no one in Fairport who could do it so nicely as you, Mr. Redhorn."

"Me!" gasped the painter in consternation.

"Please don't be alarmed," said Miss Mary gravely. "You see, with a big beard and long white hair and the costume no one would recognize you, and, of course, my sister and I would keep it a fast secret."

"Certainly," said Miss Lucy. "We want the little ones to think of a real Father Christmas. All you would have to do, Mr. Redhorn, would be to say a few words to the children and read aloud the little couplet attached to each gift before giving it to the child. And, of course, you would have to look as *jolly* as possible. Now, what do you think, Mr. Redhorn?"

The painter produced his handkerchief and applied it to a shaven visage which was naturally anything but jolly.

"Weel, mem," he replied at last, "I'm kin' o' dazed wi' yer proposeetion. It wud be a great honor to serve you twa leddies, but it's beyond me. I never yet spoke in public, an'—"

"Oh, but in your disguise you wouldn't feel nervous," said Miss Mary.

"An' whit wud the folk in Fairport say when they heard about it. They wud say I was a buffoon—jist a buffoon!"

"But they would never hear. My sister and I are as anxious as you to keep it a secret," said Miss Lucy.

"But—excuse me, mem—whit aboot yer—yer servant?"

"We're gettin' near the end o' anither year," was Flora's next remark

"I think we can trust Flora," said the elder, becoming serious. "Between ourselves, Mr. Redhorn, Flora has a little secret of her own which she would not like to divulge —in the meantime at any rate."

"A secret?" cried the painter, looking very uncomfortable.

"Yes," said Miss Lucy, "but, of course, we couldn't tell it to you, Mr. Redhorn. But I'll tell Flora that we'll keep her secret on condition that she keep ours."

Mr. Redhorn wavered. Like certain men who have granted many favors unasked, he found the request for one a curiously subtle, flattering thing. Moreover, his admiration for the Misses Lavendar was as tender as it was respectful. To him it hardly seemed right that they should beg a favor of him; how much more unseemly would it be for him to refuse? So, after some more arguments from Miss Lucy he suddenly gave in.

"Weel, mem," he said. "I'll dae it. An' I hope it'll never become public, or the character of Joseph Ridhorn'll be ruined forever."

Profuse thanks were poured upon him, reassuring statements were made and repeated. "Now, Mr. Redhorn," said Miss Lucy, as he was departing, "when you come for your rehearsals, you had better bring a pot of paint, so that people will think you are engaged in doing a little touching up to the house. And do not have any doubts about Flora," she added with a laugh. "Good night, Mr. Redhorn."

Joseph went home with his mind in a "buzz," as he termed it. But what, he wondered anxiously, was Flora's secret, and why, oh! why had Miss Lavendar bidden him have no doubt about Flora?

* * *

Mr. Redhorn attended the necessary rehearsals with punctuality if not pleasure. It seemed to him that Flora smiled upon him more kindly each time she opened the door, though she made no reference to his errand.

Miss Lucy found him an intelligent pupil, and he was soon perfect in the introductory lines which Miss Mary had composed for the occasion. Also, after considerable practice, he was able to move about in his gaudy robes without embarrassment. The chief difficulty to be overcome lay in his voice, nature having provided him with a peculiarly high one, the use of which on the great evening, he felt, would almost certainly betray him.

"Yes. That is much better," Miss Lucy would say when he had declaimed the lines correctly, "but try to be a little less gruff, please."

Whereupon Mr. Redhorn, perspiring with self-consciousness, would try again, only to strike a higher key.

"Never mind," Miss Lucy would say in her kindest manner. "I'm quite sure you'll manage perfectly on Christmas."

And all too soon Christmas arrived.

* * *

The children came in a body at half-past four. First they had games; then a magic lantern show, followed by light refreshments. The Christmas tree was to be the final and crowning joy.

Mr. Redhorn, who was admitted by the back door, was welcomed by Flora. Her beaming affectionate glances well nigh completed his demoralization; and when she whispered that after the performance he was

With due gravity he recited Miss Mary's "Ode of Welcome"

to partake of a rare supper in the kitchen—such having been the Misses Lavendar's instructions—he felt like flight. Just then, however, Miss Lucy appeared, all smiles and confidence, and led him to the room wherein he was to disguise himself.

As he donned the festive raiment, Joseph Redhorn cursed himself bitterly. "Ye muckle buffoon!" he muttered to his image in the mirror. "Ye gorgeous gawk! Ye delirious cuddy! This is a bonny mess ye've gotten yersel' intil! An it's no' the buffoonery that's the warst. The warst'll take place i' the kitchen later on. I'll be that excited efter ma performance that I'll no' ken what I'm daein' or sayin', an' Flora'll snap me up afore I ken whaur I am."

And at that moment an idea occurred to him. It was only a straw on his expanse of trouble but he clutched at it.

"Suppose I was to mak' masel' sic a dementit buffoon the nicht that she wudn't like me a bit mair?"

When the children were gathered and seated in the drawing room, the curtains of the big bay window were drawn aside, and lo! there was the beautiful Christmas tree! And behold! There was Father Christmas, resplendent in a scarlet robe, trimmed with down and spangles to represent snow and frost.

It had been suggested already that Joseph Redhorn was a nervous man, but terror can sometimes do for nervous men what tonics cannot, and he bowed to the children so oddly that all laughed.

With due gravity he recited Miss Mary's "Ode of Welcome." Now and then his voice jumped an octave or so, but as he looked upward as if to see where it was going, the accident was productive of nothing worse than merriment. Even a violent sneeze was received with such delight, that he repeated it again and again till Miss Lavendar feared for his wig. Then, as though exhausted, he made to sit down on a convenient chair, and sat on the floor instead. This was not quite the Misses Lavendar's idea of Father Christmas, but the young folks were so obviously pleased, that the ladies could not even feel angry.

It was now time to distribute the gifts, each of which had a child's name and a couplet attached. The first was for Mabel Brown.

The smallest girl present came shyly forward, and Father Christmas read aloud the couplet:

"This doll comes hoping little Mabel
Will be as good as she is able."

"And," added the inspired Mr. Redhorn, "I hope the doll will be as good as *it* is able. We'll just spank it to make sure." Saying which he chastised the doll before handing it to the child. It is possible that the little boys enjoyed this better than the little girls.

"Next!" cried Father Christmas. "Jeannie Ross!" Jeannie approached.

"This book with love, to Jeannie Ross,
'Tis better to be kind than cross."

Inspiration failed this time, so that Jeannie went back to her seat in silence, so trying to Mr. Redhorn that he pretended to get his beard entangled in the tree which, wisely enough, had not been lit with candles. Great rapture rewarded this device. Then was called the name of Betty McDonald.

"This box of paints is given to Betty,
Because she likes to make things pretty."

" 'Deed, I'll hae to gie ye a job, Betty," said Mr. Redhorn, forgetting his character and remembering his trade at the sight of the paints.

Happily, no one seemed to suspect Father Christmas of being more than joker and the distribution proceeded. For a while Mr. Redhorn, sobered by his mistake, was more discreet, but his temporary madness regained its control, and when the boys' turns came he surpassed his previous efforts and drew forth shrieks of merriment by his antics and remarks. The latter indicated that his knowledge of the Fairport boys' little failings was wonderfully acute for one who had been declared to spend practically the whole year in the very Far North. Doubtless his efforts would have failed quite flat, had the audience been composed of other than highly excited Fairport children.

When the last gift had been given, the curtains drawn together, and Father Christmas sat down to wait until the little guests had taken their departure, the natural reaction set in and Joseph Redhorn was his melancholy self again. He tore off his beard and flung it on the floor; his wig followed. He groaned.

Just then the curtain moved ever so slightly, and he thought he heard someone moving about the room. Did he also hear a boyish snigger? It was ten minutes, however, ere Miss Lucy was free to release him.

* * *

Clothed, if not quite in his right mind, Mr. Redhorn, having received many thanks and a very handsome silver-mounted pipe from the sisters, was being gently urged by them toward the kitchen. Through the open door thereof his eyes beheld a table laid with good things.

"Thenk ye, thenk ye," he stammered. "But I couldna eat a bite, I better get awa' home."

[ *Continued on page 12* ]

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

WHEN automobile accidents are discussed in newspapers and other places, one very important fact is generally overlooked. And that is the number of motor cars in daily use and the tremendous volume of passenger traffic handled.

In the proportion of the number of motor cars in use to the number of street cars or railroad cars, the number of accidents due to automobiles is very small.

Before us we have some interesting figures compiled by a trade publisher. We find that "there are today 55,250 railroad passenger coaches in use, having a seating capacity of 2,270,000 passengers. The seating capacity of 9,500,000 automobiles now in use is 47,000,000."

During 1922, rail facilities should have to their credit 47,000,000,000 passenger miles. Assuming that the average number of passengers per automobile is two and the average annual mileage is 6,000 miles, the automobile must be credited with 114,000,000,000 passenger miles this year.

In other words, automobiles now in use will total nearly two and one-half times the passenger mileage of rail facilities.

THE use of automobiles has showed a tremendous gain. In 1910, there were but 451,000 motor vehicles registered in the United States, while on July 1, 1922, there were 10,608,127. With this great growth, approaching an almost universal use of the motor car, it is quite natural that there should be an increased number of accidents. But the big point to bear in mind is that the number of accidents has not increased proportionately with the increased use of motor cars.

Accidents caused directly or indirectly by motor cars are considerably less proportionately than those due to other modes of transportation. And this is true in spite of the fact that they are well regulated and established by excellent rules and regulations and the fact that they have warning signals, electrical devices and scientific methods to assist in preventing accidents.

And yet without any uniformity in well-planned and well-worked-out traffic laws, the automobile has proved itself an efficient, harmless machine.

We do not mean in any way to disparage the excellent work of other modes of transportation, but we believe that if uniform laws and regulations governing the traffic of motor vehicles were established, the number of accidents due to automobiles would be materially reduced.

The motor car has long since passed out of the confines of the horse-drawn carriage. Capable of great distances in a single day, it recognizes not the limitations of one city's streets or one state's highways. It is an inter-city and an inter-state vehicle. And it behooves the motorist to know the traffic laws of each hamlet, town and city and of each state, or else he cannot drive with safety and security.

THE inequality of traffic laws places the tourist, if he is as conscientious as he should be, in a very perplexing predicament.

In a strange city, he doesn't know whether or not he is permitted to use his spotlight. The traffic officer on the corner has a method peculiar to himself. In making a turn, should the motorist pass around the officer, in front of him or in back?

Is the motorist within the law of the city if he should turn around in the middle of the block? What is he expected to do when following street cars or in passing them? Is the safety zone a place to avoid at all times or only when pedestrians are standing within it? What are the speed laws?

And then there is the question of hand signals, which, although given considerable publicity, are far from being standardized or in common use. A motorist often does not know what to do when he sees a driver ahead of him make some sort of a signal. The preceding car is as likely to turn to the left as it is to the right. Or it may be that the driver intends to stop.

IN the country, the laws of the highway are likewise quite dissimilar. This is especially true in connection with the use of headlights, which we discussed several months ago on this page. There is also some difference in the laws respecting the kind of headlight lenses permitted.

As we said before, despite the lack of uniformity in connection with all of these things, the number of automobile accidents is remarkably small. The percentage would be even smaller if the same traffic laws were universally used.

The time has come when some action should be taken to bring about improved driving conditions, not only in the interest of accident prevention, but also in the interest of making it easier for commercial and vacational tourists.

A driver should be able to know that he is in the right in any town or state so long as he observes definite rules and regulations. He should not be permitted to do one thing in a certain community and not in another.

Both the communities and the motorists would benefit by an organized system of traffic laws. Communities would find that strange motorists would be able to co-operate rather than hinder in the smooth handling of traffic. Motorists would be perfectly at ease in any community, for they would know that the same general laws were common both to their home city and the strange city.

Such a thing as hand signaling alone would be made effective by a nation-wide adoption and observance of effective signals. Then it would be a simple matter for the California motorist to signal the New York driver on the streets of Chicago or New Orleans that he was about to make a right turn.

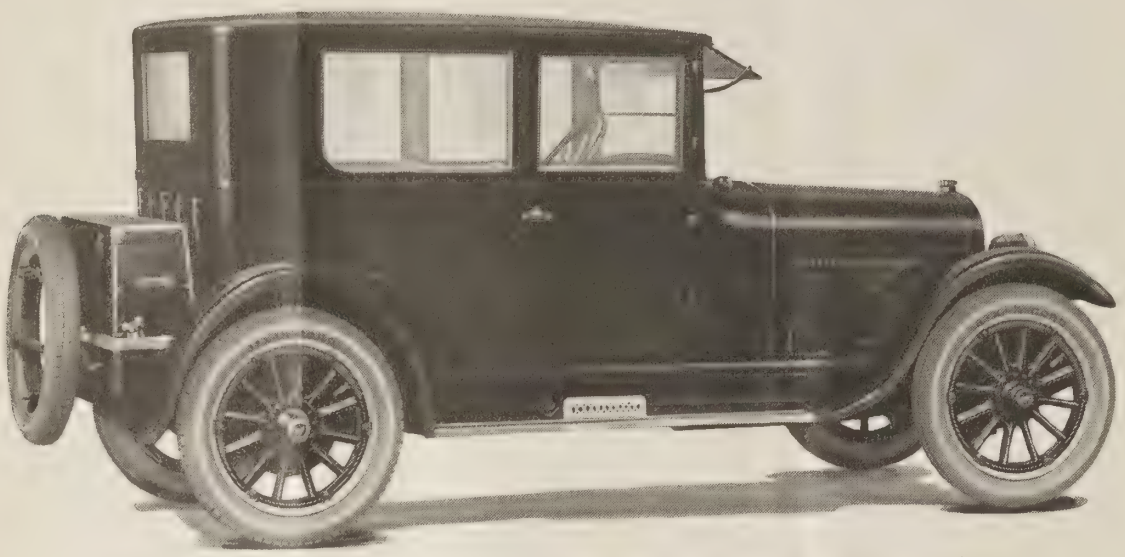
OFFICIALS whose duty it is to improve traffic conditions, from the standpoint of both the pedestrian and the motorist, should work these things out together. While it is true that the peculiar street plan of some cities make specific laws necessary, these are usually quite apparent to the motorist and do not worry him particularly.

What he wishes is something to guide him in the many little things that have to do with the driving of his car during the day and night. In driving from Minnesota to Florida, he does not want to be required to learn the traffic laws of the states and cities en route. One set of laws should be sufficient.

We are well acquainted with the annoyances arising from the inconsistencies of the various laws, through personal experiences as well as through the experiences of other motorists with whom we have discussed the subject.

When you recall the number of cars in daily operation, it seems marvelous that there are so few accidents. Yet, uniform traffic laws would promote wider knowledge and more careful observance of the regulations, reducing the number considerably.

# The New Buick for 1923 Advanced in Design



In this touring vehicle *de luxe*, the new Buick 23-Six-41 Touring Sedan, every detail of design and construction reflects the advanced trend of Buick design. It is a motor car in which the future demands of the motorist have been anticipated

WHEN the complete Buick line for 1923 was introduced to the motoring public last August, motorists had the privilege not only to see but to purchase motor cars that were considerably in advance of the current trend of automobile design. The cars were literally 1923 cars, incorporating features that would be popular the next year.

Motorists at once recognized the advance made in design with the result that sale of the fourteen fine vehicles carrying the Buick nameplate for 1923 has been tremendous. It is still continuing at a rate which surpasses by far the fondest expectations of the Buick factory.

Discriminating motorists realized that Buick always builds on the experiences of the past, developing definite principles, and, in addition, anticipates the demand of the buyers of fine motor cars, producing vehicles of advanced design.

Frankly, that is one of the causes underlying Buick success year after year. It is well known in the industry and is almost equally well known by the motoring public.

Buick cumulative experience, both engineering and manufacturing, is invaluable. And when combined with this policy of anticipation it gives Buick the reputation of being the standard of comparison—and advance in design.

Just what are the factors or features that serve to make Buick the standard of comparison? What are some of the developments or practices found in Buick cars for 1923 that illustrate the exceptional progress?

In the first place, Buick advanced design for 1923 began with the redesigning of the car from the radiator to the rear light. The resulting car became a new car. In no sense is the 1923 Buick an old model with a few changes. Its improvements, numerous and sweeping, make it a car ahead of the times.

A motorist familiar with the general trend of motor car design can readily discover these things for himself by a casual examination of the Buick line. He will notice in general many changes that improve the operation, or the comfort, or the convenience of every unit of the car, from the engine to the smallest details.

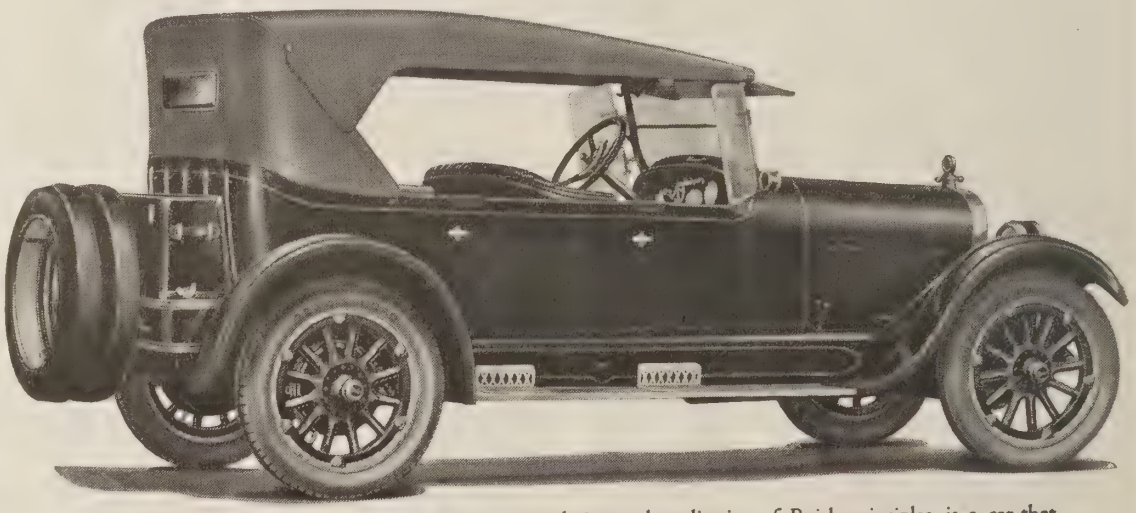
He will observe that these changes are well considered, have their origin in sound engineering and are in the nature of departures from the usual trend of design.

The engine, for instance, is fitted with longer pistons and connecting rods, adding to the smoothness and long wear for which the Buick motor has always been noted. A new rear spring suspension has been devised which is undoubtedly the highest development of the cantilever type yet achieved. The frame, the transmission, the clutch, the rear axle, the brakes, the bodies and their equipment, each shows the hand of the skilled designer by some new and valuable features of advanced design.

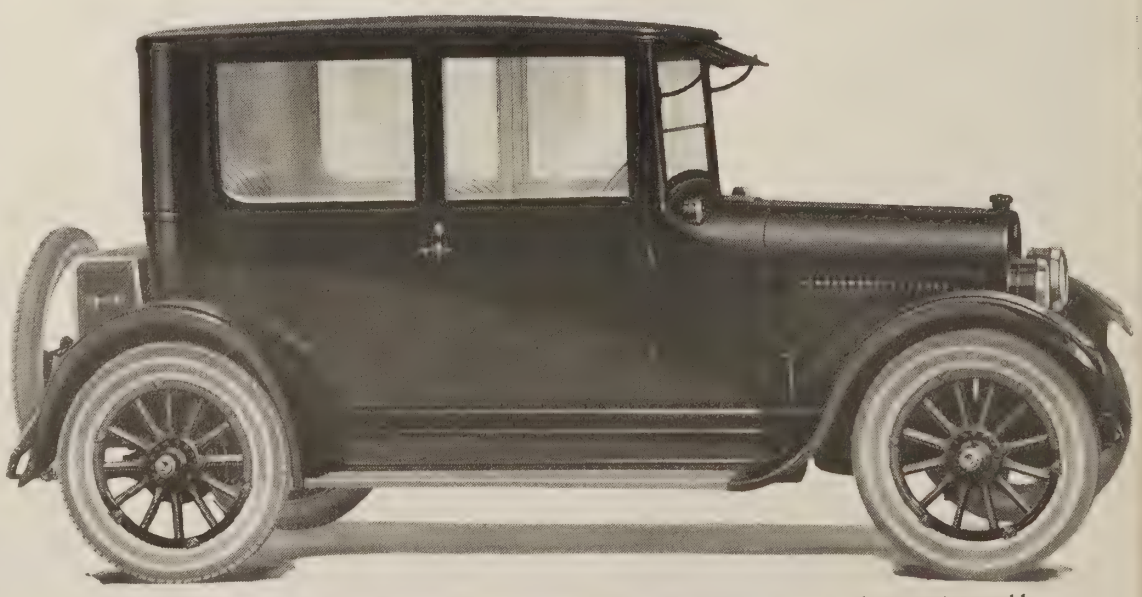
Let us accompany the motorist as he examines the Buick line, the finest Buick has ever presented. Suppose he turns to the 1923-Six-41, the five-passenger Touring Sedan. This model is designed primarily for cross-country use and every detail of its construction inclines to the demands of such service. Built on a tough frame of selected oak and ash, in which carriage bolts have replaced the wood screws commonly used, its metal-sheathed body is equal to the jolts and jars that severe travel inevitably brings.

The upholstery is deep and soft. There are four immense plate windows with patent lifters. Throughout, the interior trimming is harmonious and fine. In all its appointment, it is a car of achievement—a 1923 car accepted as a car considerably in advance of the day.

The Six Roadster, like all the other Buick models, has been redesigned. It looks longer and fleeter, because the body and top have been lowered and the contour of the hood and rear deck has been changed. These are distinct advances in design, as are the trimming of the body interior, the new angle of the seat and



The new Sport Touring, new in every respect in its design and application of Buick principles, is a car that shows how Buick anticipated many months in advance the features that would be popular with motorists during the 1923 motor car season



New to the Buick line, this handsome four-cylinder Touring Sedan is also new to the motoring world because of its completeness—the definite contributions it makes to comfort and convenience in motoring. It is literally a 1923 car

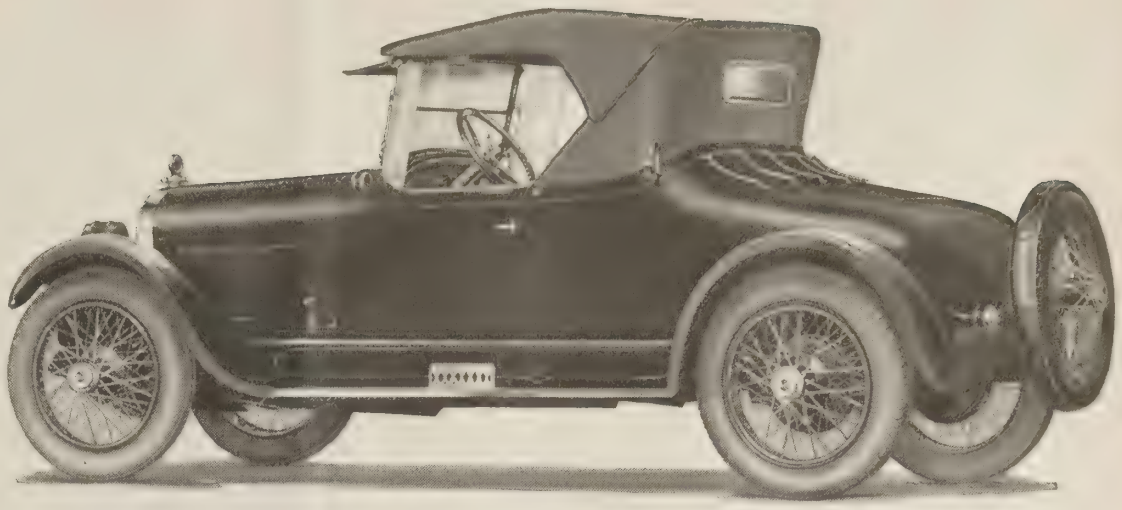
position of the steering wheel, and the completeness of the dash equipment.

And, then, notice the new drum-type headlights and the new rear fender wings, the nickeled scuff plates, and the new type of crowned fenders—things that reflect the general spirit of its advanced design.

Take, for example, one of the closed models, such as the four-passenger Coupe. The body is Fisher-built, with new structural features. The body frame is securely bolted together and the panels are made in one piece. The roof is of new sound-proof material. There are new door hinges, new locks, and new jam plates and guards. The wide seat is set at a new and more comfortable angle and the auxiliary seat is of the latest and most advanced type.

In redesigning the Coupe body the top line has been lowered without sacrifice of head room in the body. The observer will see how much lower and longer the Coupe looks and how the new hood and radiator lines give it an appearance distinctively pleasing. All of which are achievements that make it the standard of comparison, and a car possessing features that will be popular next year.

The seven-passenger Sedan is another striking illustration of the advanced trend of Buick design. The top line is lower than it was last year, and the body has been lengthened. The resulting interior roominess is the basis on which many of the numerous improvements have been made. The front seat has been moved back and the auxiliary seats have been rearranged to make more room for all passengers in the rear. The body is not only more rigid, but is more luxurious than ever. The windshield is equipped with wiper and rear vision mirror. For the sedan type of vehicle, it is distinctly a standard of comparison.



This fine Sport Roadster, distinctly a Buick creation, has established precedents both in the nature of its design and in the immensity of its sale to discriminating motorists who appreciate the character of its advanced design

Both the Sport Roadster and the Sport Touring have been acknowledged the finest cars of their type. They are strikingly smart, richly appointed and beautifully completed. The most expensive embossed leather is used for upholstery, and the richly painted bodies are beautifully rubbed and finished, forming a most pleasing contrast with the graceful one-piece fenders enameled in black. There is just the right amount of nickel to make the cars sparkle. In every respect, these two models are recognized as 1923 cars.

The Sport Roadster and the Sport Touring are built on the big Buick chassis and have a wheelbase of 124 inches. With their length, their unusually low center of gravity and springs with main leaves of vanadium steel, their riding qualities permit speed, comfort and safety on country roads. No pains have been spared to make these cars meet the needs of 1923 motorists.

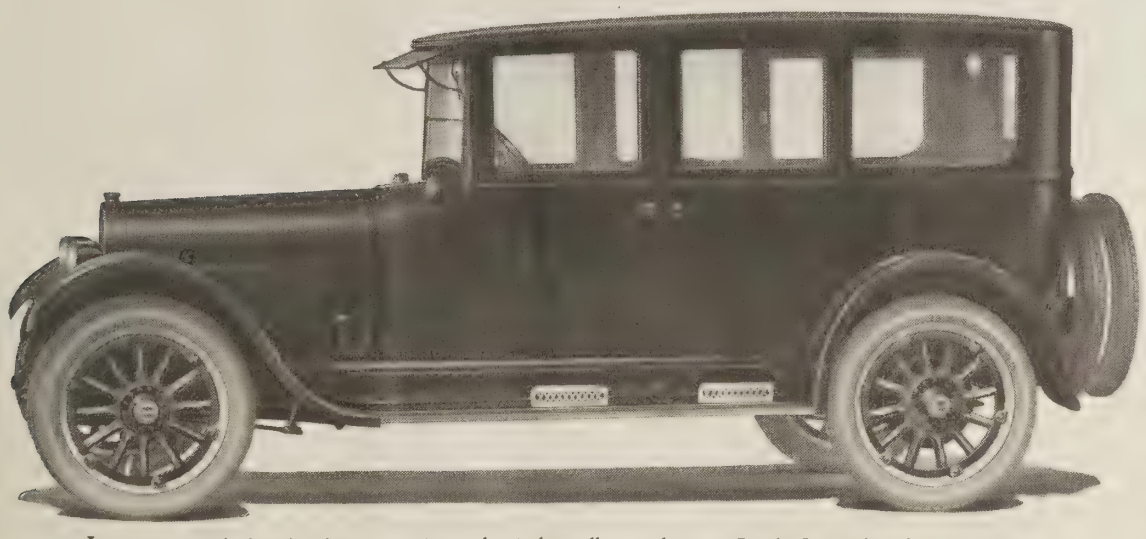
In the four-cylinder line for 1923, the handsome Touring Sedan is a splendid example of the progress Buick has made. The body is of the stoutest construction, to prevent weaving. It is secured to the chassis frame by ten stout bolts. Heavy cross members brace the body sills. Metal bumper plates on the doors prevent undue wear on the rubber bumpers. Heavy door locks hold the doors securely closed. If you will inspect it, you will see that among four-cylinder cars of its general type, it is distinctly an advanced creation and that it is a standard of comparison.

Any one of the 1923 models is similarly distinguished. Each is designed and constructed to serve and to endure, and to insure the utmost of satisfaction. There is nothing freakish about any of the cars, nothing has been overdone or left undone. Each is in good taste—a quality combined with mechanical excellence that clearly places it in an advanced position where it may justly be considered the standard of comparison.

Fortified by twenty years of successful manufacture and backed by a reputation of equal length, Buick has come to be regarded by most motorists as the standard of comparison. During no other season in recent years has this condition had greater significance than in the present one.

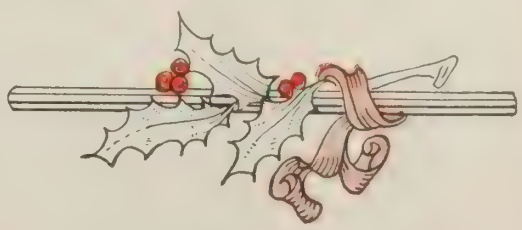
In no other single year has Buick design showed such remarkable advance, not only in the many improvements over the Buick of the previous season, but also in the developments that make Buick stand apart among motor cars.

For twenty years and more, the world's leading exponent of the Valve-in-Head principle of motor design, Buick has come to occupy a chief place in the industry for the excellence and the advanced design of the factors that contribute to the car's operation, comfort, convenience, economy, dependability, beauty and finish.



In appearance, in interior design and in mechanical excellence, the new Buick Six Sedan for seven passengers is a closed vehicle that clearly shows how Buick designers and engineers have kept in advance of the usual trend of development

Redesigned throughout for the season of 1923, this Buick Six Coupe presents many improvements that are distinctly advanced developments. In its completeness, it is a vehicle decidedly ahead of its time, as an inspection will show



WITH no small pride the Buick Motor Company offered the new Four Touring Sedan to motorists at the beginning of the season. And, now that the season is well under way, it is gratifying to see this handsome vehicle recognized everywhere as one of the greatest values of the year.

This is as it should be, we feel. Buick experience has borne its fruit in this fine Touring Sedan. Its beautiful body is built with intelligent

# Model 23-Four-38 Touring Sedan

## *Five Passengers*

*A handsome Buick model of exceptional value*

$1325, f. o. b. Buick factories

care, on a tough frame of selected oak and ash. It possesses all the luxury of the enclosed car with open car freedom and range of vision.

The Touring Sedan is distinguished not only for its beauty and finish, but also for its power and ability—for the qualities that make Buick performance superior performance. That the new model is eminently practical is evidenced by the high regard held for it by owners and also by the great demand for it throughout the land.

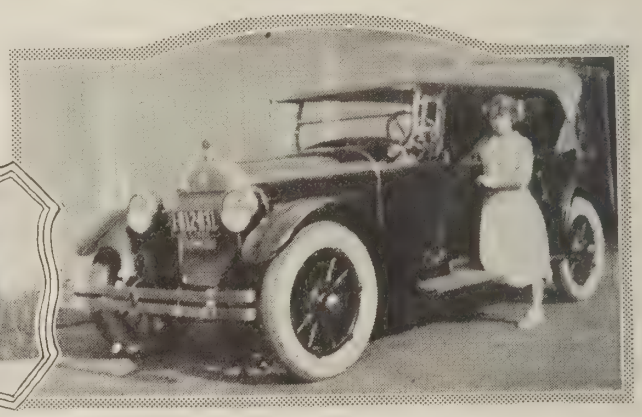
# Achievements that Make Buick Popular with Women Drivers

TWO general characteristics largely account for the great popularity of Buick among women drivers everywhere: the advanced, yet conservative, mode of Buick design and the complete dependability of Buick mechanism.

In the first may be included the beautiful lines and finish of Buick cars and the comfort and richness of their interiors.

And in the second, the exceptional ease with which Buick cars may be operated—the gentle but firm functioning of the clutch, the virtually effortless shifting of gears, and the free and easy steering of the car, which are achievements resulting from special Buick design and construction.

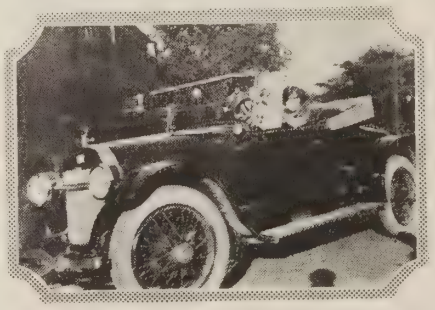
"I HAVE used Buick cars since 1910. The last one is always the best," writes J. H. Krape, M.D., of Kent, Ohio. "Buick is certainly the car for the doctor," he adds. Here we see his car, which is also popular with his daughters, Mrs. A. P. Phillips and Mrs. C. E. Satterfield



"MY daughter, Miss Julia, takes great pleasure in driving our Sport Touring," writes Howard E. Peck, of Watkins, New York, who praises its exceptional gasoline mileage and the ease with which it is handled

SINCE arriving in this country about two years ago, the Hilger sisters have scored many triumphs. The brilliance of their concerts has indicated exceptional talent. During the fall, the Hilgers toured Texas and California in a Buick 49. Their brother, a civil engineer and experienced with European cars, selected their Buick after considering the difficult tasks their car would be expected to meet. "We have had no trouble with our Buick and we are recommending it wherever we are," writes Miss Maria. Here we see the Hilgers as they appear in concert and also with their Buick

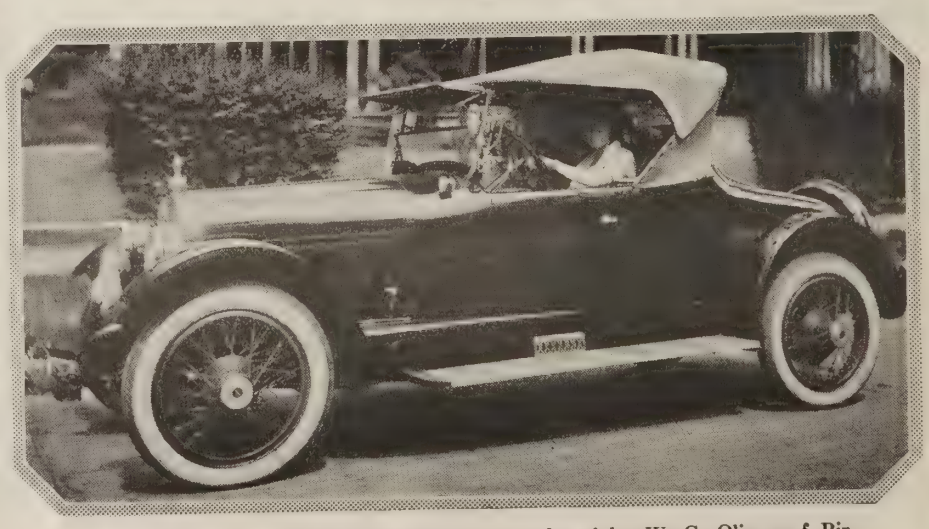
"TO PART with this 1915 Buick Roadster would be like giving up a member of the family," writes Miss Jessie Akester, of Chicago



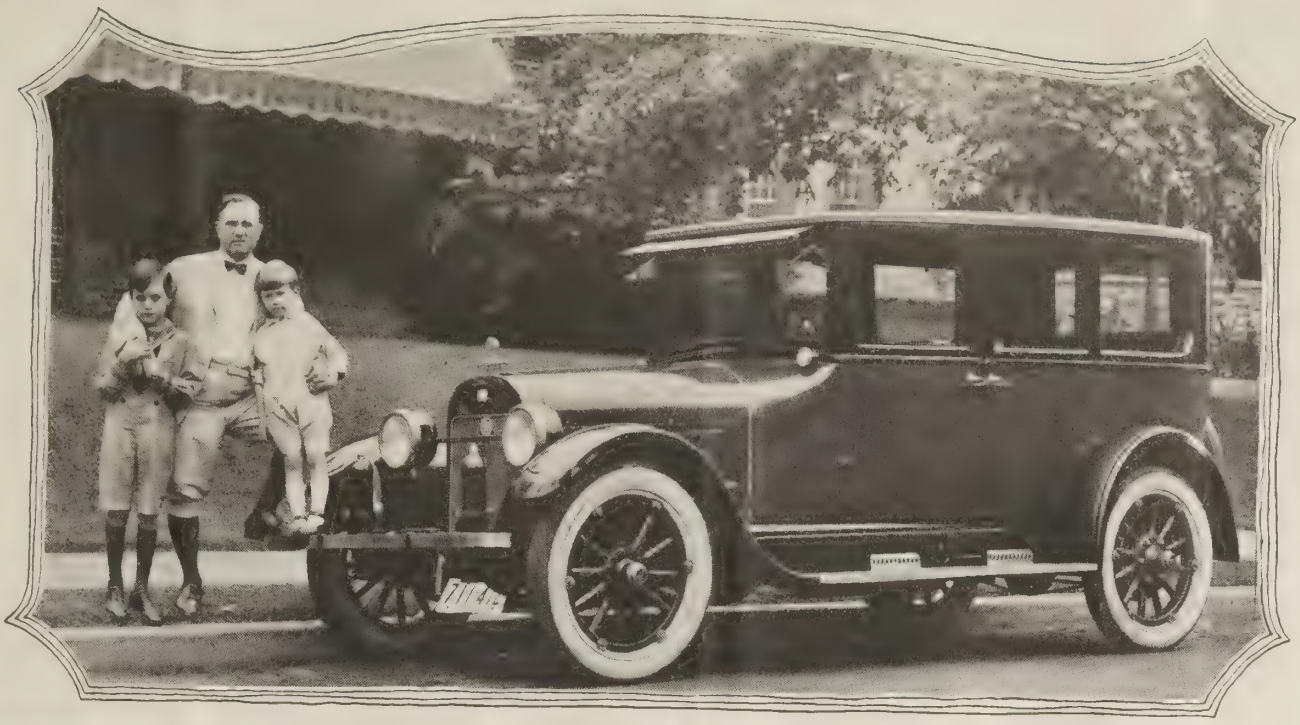
VALVE-IN-HEAD Buick MOTOR CARS

"A YEAR ago I purchased a Buick 50 Sedan, which gave such excellent service that I naturally turned to the Buick for a car that would be easy to handle and would be dependable for my daughter, Miss Pearl," writes Roy Patchell, manager of *The Times*, Union City, Indiana. "I purchased a Sport Roadster last summer and Miss Pearl is mighty proud of it"

HERE we see a domestic science class of the Maryland State School for the Deaf out for a picnic. Mrs. Ignatius Bjorlee has just arrived with her Buick, bringing the provisions. Mr. Bjorlee, superintendent, says their Buick has given complete satisfaction



THIS beautiful Buick Sport Roadster was purchased by W. G. Oliver, of Birmingham, Alabama. Miss Oliver, at the wheel, finds great comfort in its dependable, easy-yielding performance



"My sixth automobile—my first Buick, a 23-Six-50. To say merely that I am delighted with it would be a very mild expression of my satisfaction. I am simply tickled to pieces over the way the car performs on hills and the comfort it affords its passengers over rough roads," writes H. A. Stone, investment banker of Philadelphia, who is seen here with his two sons.

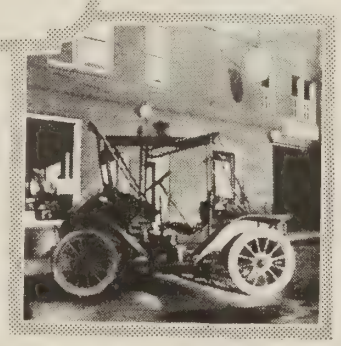
"As the motor glides the car along over level roads it is as sweet and modest as a sixteen-year-old girl, but when it comes to hills it has the determination and power of a herd of mad bulls," Mr. Stone adds

# Buick Cars for 1923 are Built on the Successes of other Years

ONE of the reasons why the 1923 Buick Fours and Sixes are such remarkable values is that in them Buick twenty-year experience has borne fruit. Into the new cars have been incorporated the things that have contributed to Buick quality in other years along with the latest development of engineers and designers who for years have been devoted to the building of better cars. That Buick quality has been consistent over a long period of years is evidenced in these experiences of owners of various models.

"We have driven our 1918 Buick more than 30,000 miles with perfect satisfaction," writes W. T. Holcomb, of Kelton, South Carolina

"My 1919 Buick has covered more than 25,000 miles with no burden of expense to me," writes Libbie Bradley Gates, of Whitesboro, New York. "My car was christened 'Pollyanna' and it has proven a 'glad car' for me and mine"

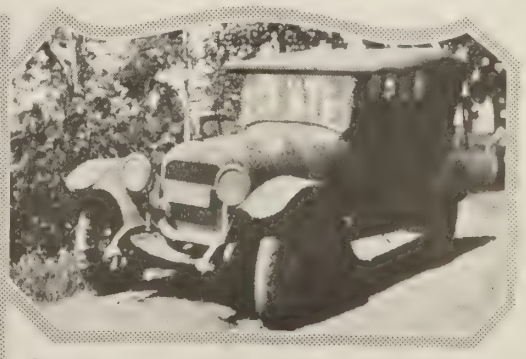


"This two-cylinder Buick has been in my family since its purchase years ago," writes Richard H. Shekell, of Canandaigua, New York, "and it does all that I ask of it." Like Buick cars of today, it is so well constructed that its owner uses it for all of his travelling without having any trouble with it

"From Atlanta, Ga., in the Heart of Dixie, to All Over the U. S. A." on the radiator of this Buick tells of the touring plans of Mr. and Mrs. G. W. Hall and Mr. White of Atlanta. This is the second long tour for Mrs. Hall and her third Buick. "There is no other car I would consider," says Mrs. Hall, who praises highly Buick serviceability and Authorized Service

This Buick was purchased eight years ago. Its owner, M. L. Shook, of Barberton, Ohio, says that it has served him faithfully

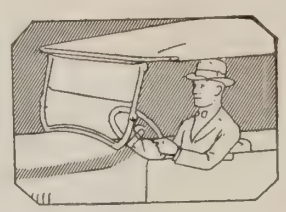
In this Buick 54 Roadster of 1915, a worthy predecessor of the 1923 Sport Roadster, Richard D. Weiskoff, of Chicago, has traveled more than 208,000 miles, mostly through Wisconsin, as a salesman. "I hope for at least 100,000 more," he writes



Originally a D-Six-44 Roadster, this Buick once carried a closed body and is now equipped with a touring, so well does its owner, C. Arthur Bruce, of Memphis, Tennessee, think of its chassis. "The motor runs as smoothly as the day I received the car," writes Mr. Bruce

# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars



## For Genuine Service, Patronize an Authorized Station

IF at any time there is any question in your mind as to the proper operation of your Buick motor car, visit at once an Authorized Buick Service Station, where you will be served promptly and courteously by men long experienced in Buick principles of motor and chassis design and construction and where you will profit by the use of specialized machinery and the uniform methods in force among Buick dealers everywhere.

This is advisable under all conditions, whether you are at home or on tour. There are thousands of Buick dealers in the United States and a large number of them in foreign countries.

In this country there is a dealer in nearly every hamlet and town, and there are 39 great service depots located in 39 large cities, from which the various dealers radiate.

While every Buick dealer carries a supply of genuine parts, if he should be out of a certain part when required, he can telegraph to the nearest service depot and have it in his possession in from two to 24 hours. There is no Buick dealer who is more than 24 hours distant by rail from a main service depot.

Through the large service depots, whose policies reflect the policies of the Buick factory, the Buick Motor Company is in direct contact with every Buick Authorized Service Station. Each branch and distributer has a wholesale department through which the various transactions are handled with the dealers. Each wholesale department is thoroughly organized, with headquarters in a principal city, and this city is used as a radial point for the traveling force which maintains the contact with the dealers. Enough travelers are employed to cover each territory thoroughly and with regularity, so that each Buick dealer has the benefit of expert advice and assistance at all times, through the visits of the traveling men and through correspondence and telephone calls direct to the branch or distributer.

Beginning with the big Buick parts factory at Flint, where parts for the Buick models built in past years are manufactured with the same care and precision as parts for the latest and finest Buick cars, Buick service receives personal supervision right down to the smallest town in the country.

Your index and guide to this efficient service is the Buick Service Sign. Wherever you see it you will know that first-class Buick service is available for your car.

You will know that the work will be done by competent workmen, in the most workmanlike manner and in the shortest time consistent with such workmanship.

When you are touring look for this sign. Wherever you may be, it means much to you in longer car life and in complete motoring satisfaction.

This view of the sales and service station of the Dixon Buick Company, West Palm Beach, Florida, shows a typical Buick Authorized Service Station, equipped to render service efficiently, courteously and completely

## Father Christmas

(*Continued from page 4*)

"Nonsense!" said the sisters gaily. "Here's Mr. Redhorn, Flora."

The trembling Joseph had perforce to enter. The door closed behind him.

"Weel, Maister Ridhorn," said Flora, kindly. "Hoo are ye feelin' noo?"

"Low, awfu' low," replied the painter in a husky appeal.

"Nae wonder," said Flora sympathetically. "But I was prood to ken the man that wud dae it to please ma leddies."

Mr. Redhorn wriggled. If this was not courting, what was it?

"A while back they spei't at me if I thocht ye wud dae it, an' I said I didna think there was a man hereaboots wud play the mountebank for onybody, but you've did it, and I'm prood to ken ye, for there's no' mony leddies like Miss Mary and Miss Lucy, an' I'm kin' o' vexed I've got to leave them shin."

"Leave them?" gasped the painter.

"Ay, I'll tell ye a secret, Joseph Ridhorn. I'm gettin' mairrit at the New Year. He's a weedower, but he's nane the aur of that."

"A weedower!" yelled Joseph, starting up. Oh rapture! Oh blessed relief!

"Whisht, man! John Sorley's his name. Ye'll maybe ken him."

"May the Lord bless ye, Flora," cried Mr. Redhorn. "But what wey—Oh! what wey did ye no' tell me this afore?"

"It was a secret," said Flora, laughing, "a secret like yer Faythe Christmas. Weel, we best be takin' wur supper."

"I only hope," said Joseph slowly, "that ma secret'll be as weel kept as yer ain."

But it wasn't.

The next morning the village children were crying "Father Christmas" after him.

Still, after all, that wasn't his dearest secret.

It's not what you pay, *it's what you get for what you pay,* that counts when you buy an automobile

### Reliable in the Mountains

AFTER a few years' experience, I decided to buy a Buick, which I have driven more than 30,000 miles in the past three years. It is as good as new today. I never expect to be without a Buick, because I find that a Buick is always reliable and will take me up and down the mountains of Colorado with safety," writes N. G. Hutsel, of the Sherman Hotel, La Junta, Colorado.

### Say It Is 110 per cent

SINCE receiving my Buick Six Roadster in April I have driven it many thousand miles and I don't think one of the six cylinders has ever missed a stroke," writes D. E. Wood, of The Automobile Blue Book Publishing Company, Chicago.

"I have had various experts test the machine from time to time and they all say that it is 110 per cent.

"The carburetor on the machine has never been touched and the car has gone from sea level to high altitudes and back a number of times."

### Still Driving 1914 Buick

I AM driving a 1914 Buick, a Model 55, carrying heavy loads on all kinds of roads. Should I not buy a new Buick until even 1932, I believe I will be able to exhibit my 1914 Buick as a mechanically perfect automobile at that time," writes A. C. Scott, of the American Railway Express Company, Grand Forks, North Dakota.

### Likes Serviceability and Service

I BOUGHT a Buick Four in April and have had no trouble whatever with it," writes B. J. Kelmurray, of Utica, New York.

"The car operates very smoothly and is the best running four-cylinder car I have ever ridden in. I also wish to remark that we are also more than satisfied with the fine service rendered by your Authorized Service Station."

Emblem of Satisfaction

# The Development of Buick Service Facilities of Significance to Owners

Emblem of Satisfaction

AUTHORIZED service has grown with the Buick car. Not only are well-established stations to be found in virtually every hamlet and town throughout the country, but the character of the service rendered has shown a decided improvement season after season.

In the early days the service station was but a mere repair shop, often occupying a remodeled barn or abandoned building on a side street. Gradually things changed. Men of exceptional business ability were attracted to the industry and, impressed by its stability, realized that the selling and servicing of motor cars was a merchandising enterprise here to stay.

It became an accepted fact that the motor car merchant, like any other retailer, must have a reliable product to sell and quarters particularly suited to the sale and servicing of the product.

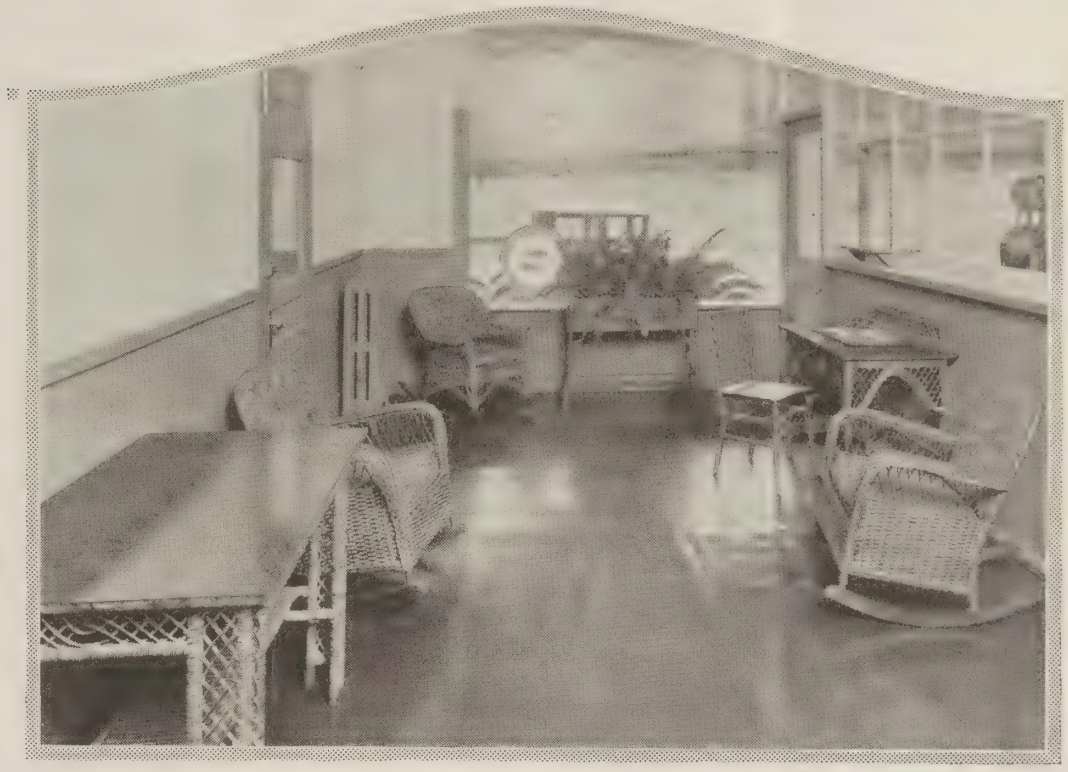
With an enviable reputation for the manufacture of a dependable and economical motor car, Buick was fortunate from the very beginning in having a chance to select from many applicants most of the local representatives.

What happened? Men of good judgment and broad experience became Buick dealers. Knowing that a product must be presented to the buyer amidst pleasant surroundings, they erected special buildings or remodeled others in favorable locations and provided suitable salesrooms.

And appreciating the fact that the sale of a fine motor car does not end when it passes into the hands of an owner, they equipped their establishments so that they could render satisfactory service.

This was the foundation on which the great Buick service organization of today has been built. The thousands of Buick dealers that dot the country have been welded into one immense organization, directed from the Buick factory at Flint.

Uniform policies have been adopted, standard methods and equipment approved, so that now the Buick owner is assured the same treatment in a strange city as he is in his own community. The Buick service organization, like the Buick car, is recognized as a standard of comparison.



This room is typical of those set aside in Buick Service Stations for the convenience of owners—a part of the plan that makes Buick service of real significance

Here is a corner of a room in a Buick Service Station, with its comfortable chairs, reading table and supply of magazines to interest the owner

The primary purpose of this organization is, it might be said, to make every Buick owner glad that he purchased a Buick motor car.

From this general aim, comes the dealer's desire to make his service station as complete and as efficient as he possibly can. He wants to do the very best work he can for an owner in the shortest time possible consistent with good workmanship.

He has even greater ambitions. Not only does he see the necessity of doing excellent work mechanically, but he also understands that it is to his advantage to do his work neatly and carefully. Protection of the car's finish and upholstery is important. The car should be turned over to the owner with the steering wheel and controls clean and free of grease. These things have received considerable attention in the service station and their advancement is, indeed, gratifying.

Another interesting and important development is the consideration service stations are showing for the comfort of owners who wish to wait while their cars are receiving attention in the shop.

The owner finds for his convenience a comfortable room in most service stations. In some establishments it may be a corner of the salesroom set aside, provided with easy chairs and reading material. In others complete rooms may be provided—rest rooms for ladies and smoking rooms for men.

Some of the Buick service stations erected during the past two or three years have given this phase of service a great deal of thought. Many of the rooms designed for waiting owners would do justice to the finest public buildings.

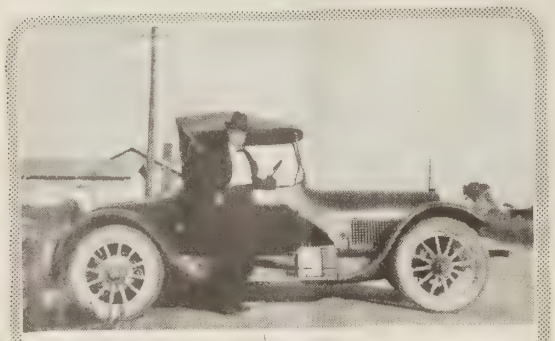
This side of Buick service is one of the characteristics that is making the service of real significance to owners. The organization is leaving nothing undone to assure the owner uninterrupted transportation.

In this view is seen part of a salesroom devoted to the comfort of Buick owners, who may wish to wait while their cars are receiving attention in the service station

# Trips that Prove Buick Ideal for the Tourist

ON strange roads, winding through mountains or across deserts, Buick performs as faithfully as it does on the paved streets of the city. Four or Six, it is the car for the tourist because of its inherent stamina, ease and economy of operation, dependability and also because of the nation-wide Authorized Service back of it. Evidence of its quality is found in owner experiences told on this page.

HERE we see I. M. Oxford, of Frederick, Oklahoma, in the "Garden of the Gods," on a 13,000-mile trip he made in his Buick through the West and Northwest without anything other than natural operating expense



IN this Buick Roadster, Barton P. Butcher has made three trips across the continent. He made the last trip from West Virginia to California, a distance of 3125 miles, in 11 days. He says that his Buick, despite its great mileage, runs like a new car

## "Perfect Performance"

"MY 1921 Buick was given a real test last summer," writes A. N. Miller, of Milwaukee. "On June 23rd, I started for Columbus, Ohio. I traveled 320 miles the first day, riding for 16 hours continuously over strange roads. I made the remaining 130 miles the following day in six and one-half hours.

"The real test came on the return trip. I returned by a different route. I left Columbus at 4 o'clock in the morning and arrived in Milwaukee at 1:30 the next morning, driving 510 miles in 21½ hours.

"The motor worked perfectly. It is a real job. I have never known a motor to perform as this one did and as economically," Mr. Miller concludes.

"I HAVE just returned after a 4000-mile trip along the Pacific Coast and I wish to report that the Buick Four did itself proud," writes L. J. Varner, of Los Angeles. "The Buick Four Roadster is well-balanced, rides easily, and its mechanism is without fault"

## Praises Buick Service Stations

"SHORTLY after I purchased my Buick Four Coupe last summer, I drove from Capitan, New Mexico, to Colorado Springs, Colorado, 537 miles, in two and one-half days (and a new driver at that)," writes W. J. Klopp, superintendent of the Lincoln County High School, Capitan, New Mexico.

"Across the sands to Santa Fe, the driving was unusually hard because the sand tracks were deep and dry. Along the Rio Grande, there were nothing but short, steep hills, a burning sun, and very little air stirring.

"The Raton and Colorado Springs Authorized Service Stations are of the highest type. One could not ask for more courteous and prompt attention. My Coupe and I are real pals now."

THIS view shows James A. Watson and his 22-Six-49 Buick in the Blue Ridge Mountains on his trip from Jacksonville, Florida, to Dowagiac, Michigan. Mr. Watson writes, "The entire trip was made without any trouble whatever. The engine is running smoothly and you would not know it had been out of the city. There were seven passengers and six suitcases. Real service, economy and dependability, such as the Buick provides, are the determining factors in an automobile purchase for me"

"JUST finished a 7000-mile trip through Yellowstone National Park and along the coast," writes J. A. Kaeppler, Western Union manager at LaCrosse, Wisconsin. "The ease with which the Buick 22-Four-35 took the mountain grades and desert roads and its readiness to travel at any and all times, added greatly to our enjoyment of the trip"

BU

# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

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# A Nation's Tribute to Buick

THERE is an inspiring tribute to an industry in the universal recognition annually accorded the National Automobile Shows.

Thousands come to these exhibitions from every section of the continent and from foreign lands as well, and their advent is widely heralded the world over.

In the twenty-third National Automobile Show in New York, and in Chicago, the nation was provided with a display of its chief means of personal transportation. This display was so complete and so magnificently set forth that all who came easily carried away a perfect picture of the latest accomplishments in motor car building.

Year after year the national shows receive the homage of the entire country. Year after year they mark by their own increased magnitude and splendor, the increased growth of the automobile industry.

They are, in fact, national institutions, reflecting the nation's pride and esteem in one of its foremost enterprises.

In occupying first place at both national shows for the fifth consecutive year, Buick continues the position in the industry awarded it by universal public opinion.

*When better automobiles are built, Buick will build them*

BUICK MOTOR COMPANY
FLINT, MICHIGAN
*Division of General Motors Corporation*

VALVE-IN-HEAD Buick MOTOR CARS

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

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E. T. Strong, *Managing Editor*

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Seizing such of the trembling mites as she could lay hands on, she regarded Deekie defiantly, her bosom heaving and her very pretty blue eyes swimming

# In the Days of the Drought

*by* Donald Kennicott

DEEKIE MORAN had carried his newborn lambs a little way down the river from his camp, and made ready to release them from the pains of starvation. It had been an evil spring along the Prieta; April was already half gone, the sun still beat down ruthlessly out of a cloudless sky, and daily the merciless southwest winds swept in across the desert. All the tributary creeks had long ago gone dry, and the shrunken Prieta itself crept sluggishly in mid-channel between wide flats of dried mud. Beyond these, across the wide stretches of plain that seemed to wave and quiver like water in the hot sunlight, the dried penasco grass looked almost white, dotted here and there by the green of the deep-rooted yuccas and tree cactus.

Deekie laid his burden down in a helpless heap, and then squatted on his heels, endeavoring to school himself to calmly bear this loss, and the greater ones to come. The lambs had just begun to arrive, and the greater part of the ewes, pitiably thin and weak, had no milk for their hapless offspring. The few ewes that tried to nourish their lambs were dying too, under the double strain, and though the implacable sun beat down like fire on the heavily clad flock, yet Deekie feared to shear, for the rains, which were now so long overdue, bring with them a peculiar period of cold.

Deekie's name, which, on the wool receipts, he signed Richard Moran, he had inherited from his father; but its pronunciation, along with his fine white teeth and dark skin and his slow, gentle temper, had descended from the dark-eyed woman of Sonora, who had borne him. He had herded sheep ever since he could first remember; first the home flock of mutton wethers, within sight of the great hacienda, of which he was a dependent; then, later, helping an older herder with one of the big flocks, and finally, when he was only sixteen, out in the hills alone for months at a time, with two thousand sheep for which he stood responsible. When, at the death of his employer and the sale of the herds, he and the other shepherds were discharged with some small gift, he showed a somewhat unusual quality of enterprise and, with the few sheep he could in one way and another get together, set out to make a living for himself. He had prospered until now; the seventy-odd sheep with which he had started were become seven hundred-odd, he owned a cabin and a well back of the hills, and a little lambing bed and corrals down by the river. Also, he was able in lambing time to hire old Jessus Pompa to help him. Jessus was a little old man who, as he watched his sheep, sang endless, melancholy songs in a thin, quavering voice.

His sheep were Deekie's only affection or interest. Like many another herder, he had never known anything different from the lone ranging of the hills with his flock, seeing no one and caring to see no one. He did not work in the hope of acquiring position or wealth—it was just that he respected himself in the proportion that his flock prospered. His sheep were his whole life, and now he felt that his gods had forsaken him and that his world was very ill-ordered.

Deekie threw away his cigarette, and, with his teeth set, started on his task of killing off the weak, starving, newborn lambs. He had laid the second little limp body beside him when he heard a shrill, protesting exclamation from the river bank above, and, looking up, beheld an apparition—a fair-haired girl, dressed in a blue gingham gown, with men's heavy shoes and a high-peaked straw sombrero. She pointed at him in horror. For a moment Deekie could not account for her; then he remembered old man Heder. She was doubtless old man Heder's daughter, the man who, about two miles above him on the river, had the only farm in all that region.

Some years before, this old German had arrived, driving down the river road in a prairie schooner. He had observed, what the cattle men and sheep-herders had not, that there was a low-lying flat of twenty or thirty acres which, without great trouble, could be irrigated by a ditch taken out of the river. He had forthwith unhitched his team and set about digging the ditch. And now he owned some twenty acres of alfalfa and a bunch of milch cows, besides a little orchard, a house, and some few other things. He milked his cows and made butter, which, once a week, by driving at night when it was cool, he carried to the mining camp of Tower City, and sold at a fabulous price.

Although Deekie had never seen her, he knew this girl must be old Heder's daughter; but he was in no mood to be friendly to man or woman, so he only growled something at her, and, pulling his hat down over his eyes, picked up another bleating unfortunate.

Now Lena was possessed of a tender heart, and as she could not see that the tears were in Deekie's eyes, her indignation got the better of her fear of this evil man, and she rushed down the bank, and seizing such of the wabbling mites as she could lay hands on, took them in her arms, and, too choked for utterance, regarded Deekie defiantly, her bosom heaving and her very pretty blue eyes swimming. He remained silent, staring at her, non-plussed.

How, she presently asked, could he be so cruel? And why was he killing his own lambs? And why . . . .?

Deekie didn't know; the ewes had no milk; the lambs were starving; he killed them to save them greater pain.

Whereat Lena sat down suddenly, and burst into tears. Deekie felt very sorry for her, but he could think of nothing to say, so he proceeded to roll a cigarette. Soon the girl

ceased crying, and in long, rapid sentences commenced to explain the purpose of her visit. She was, as he had guessed, Lena Heder, and her father was sick in bed with a rheumatism. She had come down to the sheep camp to see if she could get someone to help her with the cows and the butter. Having explained this, she stopped abruptly and, with a quick glance at Deekie, blushed very red.

Deekie told her he could help no one with their cows or their butter or anything else; he had his ewes and his lambs and his wethers to attend to. Lena had nothing to say to this, but rose, somewhat unsteadily, and had started up the bank again when she thought of the lambs and looked back.

Would the lambs drink cow's milk? she asked him. They would, he answered, not very graciously; only cow's milk didn't flow from cactus. Cow's milk came from cows, she assured him gravely; and furthermore, she had lots of cows. If he would bring his lambs and help with the milking, he could feed them milk, and wouldn't have to kill them. This meant salvation for Deekie and for his sheep, and his slow, placid mind could not at first grasp the fact, and he began to offer objections.

Lena was not offended by his grumbled objections, she merely explained the plan over again. He was to help her milk the cows and in return she would give him feed for his lambs. Twenty-five cows, she had; there would be milk enough for all of them. If he wanted, he could give her some of the lambs in further payment. Finally Deekie acquiesced, overwhelmed. The next day, he and Jessus would move the ewes up the river as near as they could to Heder's corrals, and he would hereafter help her with the milking. Also he promised he would not kill any more of the lambs. With this promise obtained, Lena marched off on her way home, reflecting that the man looked much less dark and evil than she had at first supposed. And Deekie, looking after her as she strode along the river bank, also made two reflections; that Jessus would regard this as the most peculiar procedure, and that the girl's hair, which hung in a thick braid, was of an unusual and yet pleasing color.

From that time on Deekie, with the aid of Lena and her cows, worked hard to save his lambs. Yet the success of his effort was doubtful, for the sky still held cloudless. Every morning before dawn Deekie kicked the canvas cover from his bed, crawled through Heder's fence and waited by the corral for the coming of Lena. For a little time, then, the wonderfully clear, strong glare of a Southwestern sunrise showed every light and shadow in black and white, under a sky whose blue flared through all the flame colors of an opal to the clear disk of fire that was the sun itself. Deekie had seen this all his life, but each morning when Lena came out, and the sunbeams turned her wealth of yellow hair into a heap of spun gold, he had a vague notion that he was beholding some new and glorious phenomenon of nature.

But the grace of that morning hour was brief enough. All day long Deekie toiled among the woolly, bleating idiots that seemed determined to frustrate whatever might be done for their welfare. When he fed them, they spilled or fouled their food; when he drove them to water, they mired in the mud, when he slept, no matter how great the heat, they would pile up like a heap of grub worms, and do their best to stifle each other. Then, at nightfall, when the sky had turned to burnished copper, and Lena, paled with the heat, came out to help him with the milking, they would go silently about their task, with heavy eyes and drawn lips.

Days passed by, and up and down the river the lambs lay scattered about, fast being changed by the pitiless sun into the mummies that, even in times of comparative plenty, give to the great cattle and sheep ranges of the Southwest the appearance of a stricken desert. Only at Nogales, where the big English Company had at great expense shipped in alfalfa to feed its ewes, and at Deekie Moran's little lambing bed, just below old Heder's farm, the lambs could be seen in the cool of the evening after sunset, skipping about on the shriveled grass stubble that barely kept their mothers alive.

Lena came out, and the sunbeams turned her wealth of yellow hair into a heap of spun gold

Then it was that a time came when this salvation failed, too, and the older sheep of Deekie's herd began to die of sheer starvation, just as the lambs were accounted safe. First, an old ewe was found unable to stand; the next day there were three or four! Deekie remembered that day. All the afternoon Lena cried, lying with her face in her arms on a pile of skins under the porch of the little house; inside, the old man lay gasping with the heat and carelessly moaning. Jessus was out with the wethers, and Deekie was left alone to fight with the invulnerable enemy, and to work steadily on in the fear that his courage would go if he should stop for an instant.

But that night, when the work was done, he flung himself down in a shadow. For a long time he lay there, benumbed with grief and weariness, until the shadow crept away from him, and he lay, a dark, inanimate bulk, in the hard light of the dry, little moon. An hour passed—and there came a shout from Jessus, but Deekie gave it no heed. A moment later, however, Lena shook him by the shoulder and pointed off to the north. There, covering the stars like a drawn curtain, black clouds came swiftly down out of the north. Deekie sat up and, reaching out his hand, pulled Lena down beside him.

"Al fin," he said, "al fin se canta la Gloria."

He did not move, and Lena sat there beside him, watching the stars vanish before the black advance of the storm; presently the moon went out, too, and in the darkness little puffs of wind came to them, while with deep breaths they drew in the sharp, sweet fragrance of the rain. They were hushed with the joy of it, and thrilled through with the sense of another thing that had come to them, as it often does to those who have known misfortune together. Deekie had not words for the passion of his heart; yet Lena bowed her head, she knew.

And on the porch of the little house old Heder was sitting in his armchair, while Jessus, who had found an old-stringed guitar lying about one of the sheds, sat with his back to a post, singing in his slow, quavering voice to monotonous and unvarying chords. Each of these old men was thinking of those two down there by the river; and also, it may be, thinking of some day of his own youth.

From where Lena and Deekie sat in the darkness by the river bank, they could hear the shrill, passionate notes of Jessus's songs, and it seemed that in some manner the old man's sadly thrilling music supplied the place of words to these untutored lovers; for Deekie's heart throbbed within him, and as the first heavy raindrops began to fall, there came to them the notes of a song that rises with a cry of tremulous longing, the song of true love. As that last cadence came to them, Lena and Deekie started toward the house, but at the top of the bank she stumbled and would have fallen had he not caught her. When he felt her in his arms, the restraint which the want of words had imposed fell away from him, and he held her close and kissed her; while she clung to him, patting the arm that held her.

When they came in old Heder did not move from where he sat, but he sent Deekie to put some tools under cover, then took Lena in his arms, and kissed away the girl's sudden tears of happiness. Jessus still sat there, but, instead of playing, he gazed silently into the darkness; while with increasing volume the roar of the rain voiced the blessing of Heaven upon the land and upon the flocks thereof.

*In Next Month's Issue*

## An Old Valentine

*by* Mary E. Wilkins Freeman

This is a charming little story that will delight you. Watch for it.

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

EVERY owner has his own idea of what dealer service should include. Personally, we agree wholeheartedly with the motorist who regards service as a reliable means of safeguarding his investment in personal transportation and of assuring him continuous and satisfactory performance over a period of years at a minimum expense.

That, fundamentally, is the basis on which every progressive manufacturer of fine motor cars is developing his service organization. The builder designs and constructs the best motor he can for the purpose and then places at the disposal of the owner the kind of service that will help him to maintain his car at the highest point of efficiency at the lowest operating cost at all times.

The automobile and service have been going forward together. As the automobile has been improved, so has the service supporting it been improved.

The latest step in the advancement of service, from the viewpoint of every one concerned—owners, dealers and manufacturers—is the increased adoption of what is known as the flat rate system in the servicing of motor cars.

WHAT is the flat rate system? The flat rate system may be defined as a complete and scientific working scale which fixes the maximum amount of time required to complete certain repair operations under normal conditions.

It is the result of thousands of time studies, exhaustive experimental work and a thorough investigation of standard methods. The schedule establishes the maximum time an efficient service station needs to make any repair or adjustment that might be necessary because of accident, neglect or natural wear.

And what are its advantages? If the service station to which you take your car is following the flat rate system, you will know before work is started on your car just what it will cost. And, in addition, you will know just what the work includes because the schedule lists in detail the nature of the complete operation.

For instance if some driving accident results in damage to the car, the repair costs can be calculated as soon as the extent of the mishap has been determined. Consulting an authorized service station you would find that the necessary repair is listed under the proper heading in the Buick Schedule of Standardized Service Operations. The operation is described in detail and the number of hours necessary to perform it is stated. Thus you know that the repair would not cost you more than the rate charged for the number of hours of labor and the cost of new material if any is used.

Throughout the entire Schedule you will find listed operations all the way from repairing the radiator to installing a new spare tire carrier.

IF any manufacturer or dealer is to succeed for any length of time, he must see that competent service in all cases accompanies the sale of his product, which, of course, must be designed and built to make the need of service the exception rather than the rule.

As the motor car industry grew, the purchaser as well as the manufacturer insisted on better and better service. The enlightened builder instructed his dealers in the proper methods of servicing cars. To each was passed the benefits of experience. Throughout the industry great emphasis has been placed on the need of efficient equipment and skilled mechanics.

With most motor cars, service became instrumental in the making of sales. Owners demanded it; dealers offered it.

The service station of today is virtually a salesroom and a small factory. It is scientifically managed on a sound working basis.

THIS great development in the country's fine service organizations is due to the fact that practices have been standardized, skilled mechanics have been made specialists and machinery has been designed for special work. Because the facilities for rendering service and the methods of procedure have been so completely standardized, it is possible to put into effect a flat rate system specifying the time-charge for each service operation. It should be understood that every service station must be equipped and managed so that each can perform the same operation within the same time limit. While the rate per hour may vary slightly throughout the country because of local conditions, the time per operation will remain uniform if the service station keeps up to the average of the organization as a whole.

The standardized schedule therefore places the service management under the obligation of completing an operation within the same time required by any other up-to-date service station. When the system has been carefully prepared and checked, such as the Buick schedule, the dealer abreast of the times in special equipment, tools and trained personnel, will find little difficulty in fulfilling his obligation in a pleasing manner to the customer.

The plan covers each operation in detail and assures the owner not only good workmanship but also the minimum cost for good servicing.

We consider no development in late years has placed the servicing of motor cars on such an equitable basis as the adoption of the flat rate system properly handled.

BUICK is especially qualified to employ this system successfully. For twenty years Buick has been building the structure on which it must necessarily rest.

A Schedule of Standardized Service Operations is now being sent to dealers along with copies of the new Buick Shop Manual. Both are founded on broad experience and combine to form a guide for the adjustment, repair and lubrication of Buick cars.

Buick Authorized Service guards the owner against less-than-standard Buick performance. It maintains the fine qualities of a Buick car by providing a genuine Buick part to replace the original part whenever needed. And with the adoption of the flat rate system it assures the owner that these things will be done properly at the minimum cost.

Dealers favor this development because they know that it will contribute materially to the complete satisfaction of every Buick owner.

Buick service will always be for the owner, who, realizing its significance in relation to his investment and its upkeep, will never fail to patronize an Authorized Buick Service Station.

# Demand for Buick Open Cars for Winter Use Shows Steady Increase Throughout Country

This picture not only shows the complete protection afforded by a Buick open car, but also the wide range of visibility provided by the improved side-curtains with their big lights

STEADILY increasing demand for all Buick open models points graphically to their widespread use as an all-winter car by experienced motorists.

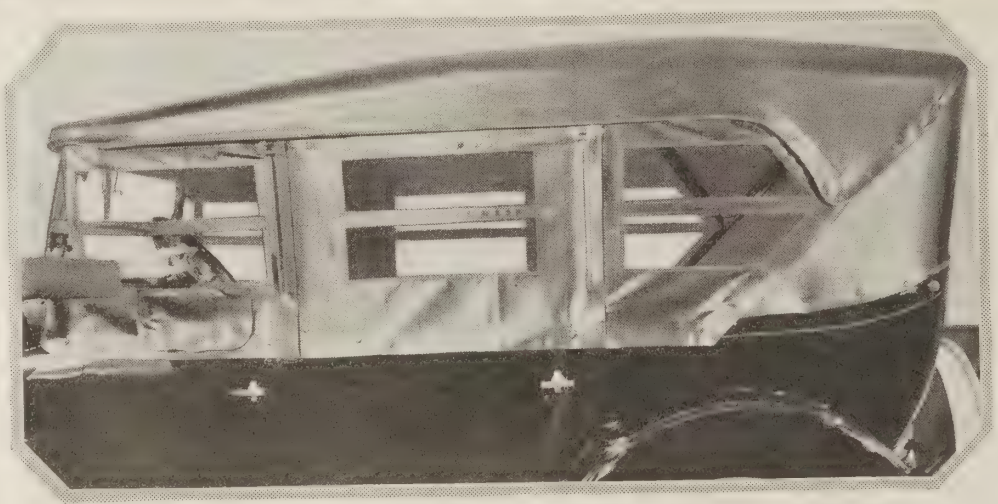
The advantages of the well-built Buick open car for winter driving are apparent at a glance, while the low price makes it attractive to those who do not care to invest in one of the expensively constructed closed models.

When cars were first placed on the market they were regarded as pleasure vehicles almost exclusively. At the first hint of winter's approach they were carefully stored away and forgotten until spring again brought ideal motoring conditions. There was good reason for this course because not only were driver and occupants afforded very slight protection from the elements but mechanical construction made it extremely difficult to operate a car satisfactorily when temperatures fell below the freezing point.

Motor car builders strove to solve these problems and none was more successful than Buick. Throughout the long record of Buick success there can be traced the steady evolution of the various open models to the point of development apparent in the 1923 Buicks.

Early automobiles followed the better class of carriages in design. Gradually the cowl was raised, windshield construction was improved, doors were added and dozens of other devices were provided for the comfort of driver and passengers.

Mechanical improvements kept pace with betterment in body design. The motor car ceased to be a luxury and became a commercial necessity in addition to widening enormously its scope as a pleasure vehicle. Winter driving not only became possible but developed into a real source of pleasure by reason of improvements in protection which have made them impervious to wind and water. Now open cars furnish a surprising degree of comfort together with all the other advantages of a year-round car.



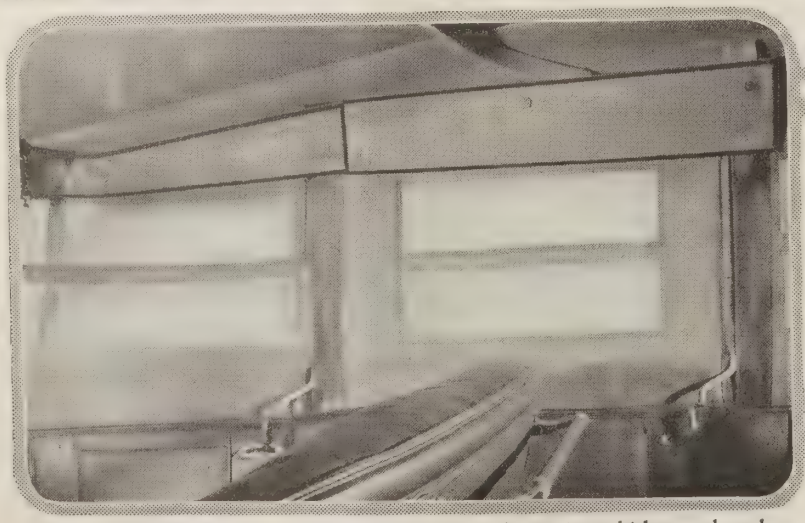
The split lights on Buick side-curtains are large, conveniently arranged and especially durable. They assure both comfort and unobstructed vision. They are easily folded when not in use

Well-constructed open cars have become indispensable to business and professional men, who were among the first to realize the possibilities of open models as all-season cars. Doctors on emergency trips or on lengthy rounds over all kinds of roads in all kinds of weather have proved that comfort as well as performance can be found in Buick open cars.

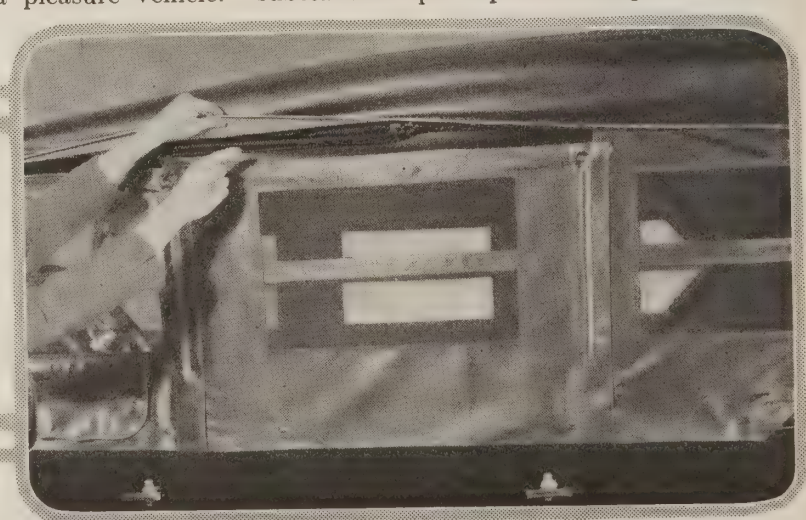
Those in other lines of work have made a similar discovery.

In leisure hours the open cars are equally adaptable for social uses. Long tours can be made in any weather without discomfort, and for carrying a family to the theater or social event the open car compares favorably with the more costly closed models.

In all kinds of weather, Buicks afford complete driving comfort. They are provided with substantial tops of special waterproof material.



Above the doors are seen the special Buick weather strips, which complete the work of the side-curtains. They seal the car effectively against wind and water. They are quickly put in place



With a portion of the top drawn back, this view shows how the weather strip overlaps the top of the door curtain, doing away with the usual small opening found in such places

When rain, snow or cold winds make it necessary, they can be completely enclosed. Side-curtains are carried compactly and neatly in the car so that they are always available instantly.

Only slight effort is required to fit them quickly and snugly into place and the car becomes in effect a closed model. Weather strips complete the work of the side-curtains and make the car wind and weather tight.

Formerly this entailed the disadvantage of limiting the vision of the driver and passengers. This inconvenience is no longer experienced. The specially constructed tops have no bows or flapping cross-straps to obstruct the view. The improved side-curtains have an exceptionally large area of visibility by means of the split lights, and occupants of the car and the driver are afforded an unobstructed view of their surroundings. An additional convenience to the driver is the flap-pocket which enables him to signal for turns and stops without disturbing the side-curtains.

The tightly fitting windshield can be adjusted from the inside, while a weather strip completely seals the opening between the upper and lower frames, entirely excluding water or drafts. No inconvenience results from use of the side-curtains. They open with the doors of the car and make entrance and exit an easy matter.

All these details provide comfort in winter nearly equal to that of the closed car and then as soon as conditions warrant open car freedom can be restored without trouble or delay.

Mechanical features which make winter driving a pleasure in Buick models should not be overlooked. The Buick Valve-in-Head motor and its related units have been developed to a point where complete satisfaction and comfort are assured for the owner.

For instance, Buick oil circulation is not dependent on the temperature. It operates as well in freezing weather as on the warmest summer day. Automobile oil pumps occasionally freeze but even if this should happen, the Buick oil pump is so designed that should pump gears be held immovable through freezing, the shaft revolves within the gear. The heat generated in this manner thaws the frozen parts and restores gear action and oil flow to normal.

The Buick automatic carburetor heat control makes the motor run smoothly in all temperatures. Just as gasoline is automatically supplied the carburetor by use of the throttle or accelerator so is heat supplied and cut off from the carburetor.

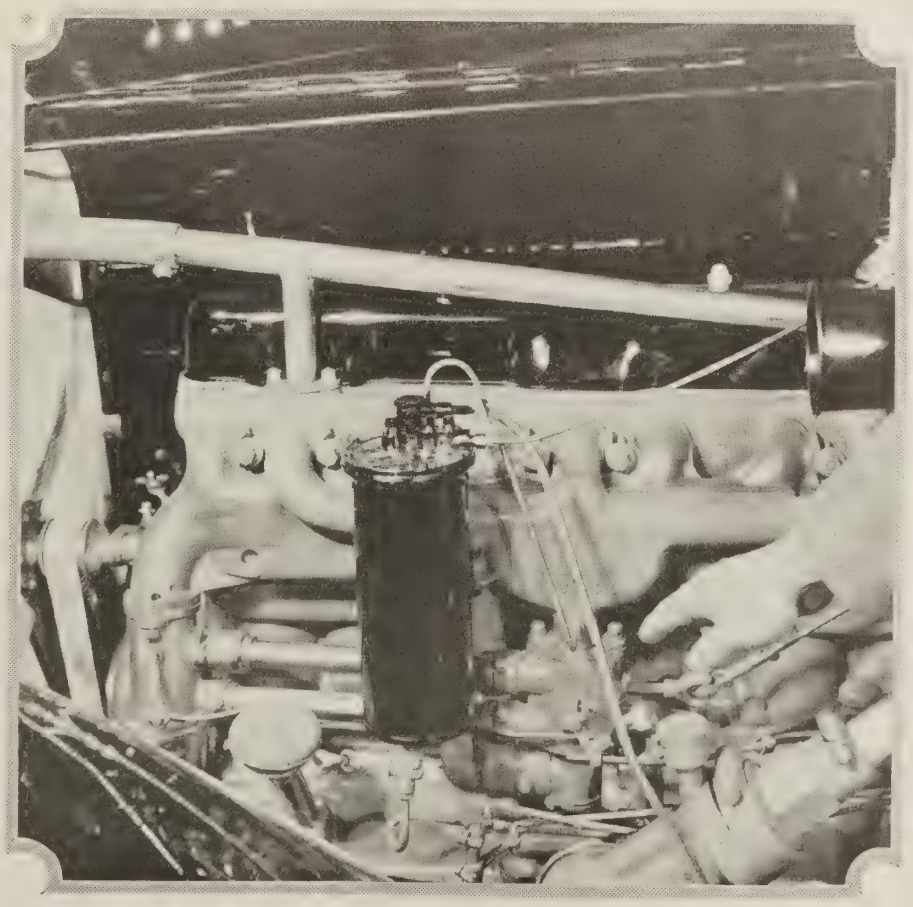
In view of the many advantages of the open car it is not surprising that the demand is proving unusually heavy. Motorists in all parts of the country, who are considering the purchase of a new car in the spring, are placing their orders now. They are thoroughly convinced that the Buick open car is a practical car to drive every month in the year and that the features which enable them to enclose the machine when necessary make them completely independent of the weather.

But they realize that in the face of an unprecedented demand prospective purchasers will experience difficulty in obtaining a new Buick unless steps are taken to assure delivery by placing orders with Buick dealers immediately.

The Buick door curtains swing open with the doors and close neatly and tightly, bearing firmly against the side-curtains and the weather strip at the top

All Buick open models are provided with this convenient signal pocket, which makes it possible for the driver to warn other drivers, safely and conveniently

This large glass window in the rear of open model tops affords an unobstructed view of the rear. It is held firmly in place and is another Buick open car convenience



One of the mechanical advantages of Buick open car operation in winter is the automatic carburetor heat control, which insures complete vaporization in low temperatures

# New Buick Four Sport Roadster wi

TAKING the New York Automobile Show by surprise, the new Buick Sport Roadster on the four-cylinder chassis won for itself at once a position noteworthily high among the other advanced models of the Buick line for 1923.

In this, its first bow to the motoring public, it made a tremendous impression on the minds of the industry's severest critics. No one had anticipated a four-cylinder car so strikingly smart, so beautifully appointed, so splendidly equipped, so conveniently arranged as the new Buick two-passenger Roadster, Model 23-Four-39.

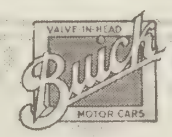
In practically every respect it is a four-cylinder replica of the Six Sport Roadster, which, introduced just a year ago, has taken the country by storm. Like other Buick models, its treatment is considerably in advance of what is commonly associated with vehicles of its type.

# s great favor at Automobile Show

There is just enough nickel to adorn its rich red body and it is beautifully trimmed in specially embossed leather to match its attractive color. Its equipment includes drum head and cowl lamps, motometer with dumb-bell radiator cap, beveled plate windshield wings, rear vision mirror, cowl ventilator, complete and interesting instrument board. Liberal storage facilities are provided by generous door pockets, a compartment for packages behind the driver's seat and large space in the rear deck.

Many other features round out the completeness of this new model; such as, removable toe and floor carpets, spare wheel carrier and improved top and side-curtains that make it an ideal all-weather car. Regular wheels are of wood, Buick designed, with Houk wire or Tuarc disc optional.

All in all, the new Roadster is an exceptional value—another that Buick is proud to present for discerning motorists.

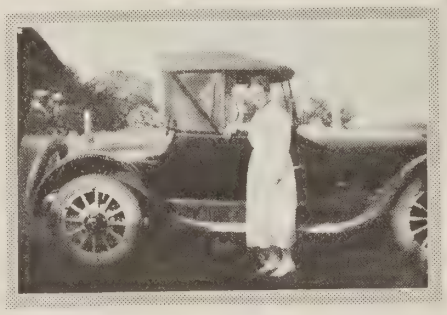


# Representative Owners Find in Buick Open Cars

HERE are Mayor Albert Hayden, of Estes Park, Colo., and Mrs. Hayden, in their 23-Six-55, with the backbone of the Continental Divide in the background. "The Buick's power, smoothness and riding comfort over our mountain roads add a new pleasure to motoring," Mayor Hayden writes. "I have driven continuously, winter and summer, over all kinds of roads and have yet to experience my first engine trouble"

DEVELOPMENT of Buick open cars has fully kept pace with the standard set in the steady improvement of closed cars so that today owners are more than pleased with the convenience and weather protection afforded in even the lowest priced Buick models. Careful designing of weather strips, side curtains and other features insures maximum comfort while giving an unobstructed view and unhampered driving conditions. Satisfaction of open model owners is evidenced in the accompanying experiences

"NOTHING is too good for me to say in praise of the Buick open car," writes W. W. Burbank, Altoona, Pa. He recently completed a lengthy tour through Eastern Pennsylvania and to Washington, D. C., without the slightest trouble of any kind. He is 82 years old and believes he is the oldest driver in Blair County



"ON all kinds of roads, and in all kinds of weather, my Buick roadster, K-Six-44, has given me great service," writes R. J. Baird, of Fox Lake, Wisconsin

"PLENTY of power, more speed than necessary and no trouble whatever," is the way in which Charles F. Dixon, Washington, Ind., sums up the advantages of his 23-Six-54 Sport Roadster. Mrs. Dixon and he are shown here with the car. Mr. Dixon highly appreciates the service and information furnished by Buick dealers and refers particularly to courtesy shown him by the Buick dealer at Vincennes, Ind., when a slight adjustment on his car was needed during a lengthy tour of the northern part of Illinois and Indiana

OUTDOOR life by means of a Buick open car is credited by James R. Wick, official reporter of debates in the United States Senate, with restoring the health of Mrs. Wick, who had been ill. The car has been altered so that a comfortable bed can be made of the seats and in fine summer weather many nights are spent in the car. The Buick has been driven more than 20,000 miles, chiefly by Mrs. Wick, and the expense has been trifling

DEPENDABILITY of Buick open cars has so impressed the Oglesby Real Estate Agency, of Lynchburg, Va., that each of the four members of the firm has purchased a four-cylinder model

# Complete Comfort and Motoring Satisfaction

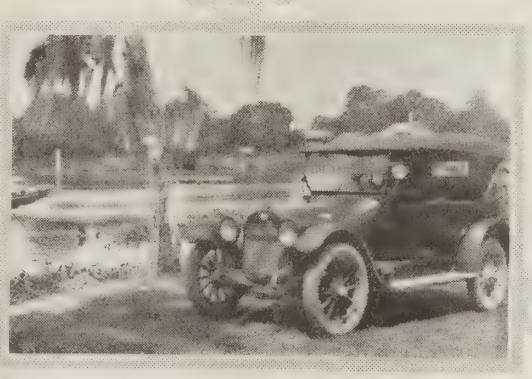
"My open car has been run more than 19,000 miles and I have only spent $1.50 on repairs," writes M. M. Carmichael, M. D., of Nixon, Nev., who is shown here with his D-45 model

This Buick roadster has been driven 17,764 miles and still is in perfect condition mechanically, writes Reginald M. Shaw, salesman, of Greeley, Colo. His records show that his operating cost is extremely low. "I do not believe that there is another car on the market today that will compare with Buick," he declares

The D-55 model in this picture was driven 3,600 miles last summer on a trip from Battle Creek, Mich., to Colorado by Mr. and Mrs. John J. Roberts, of Battle Creek. This was the seventh summer it had been driven on a long tour, having been twice to New York and Washington, always performing with great satisfaction to the driver and passengers.

"We have owned seven Buick cars but expect to keep this faithful old friend for more long trips as it seems to be as sturdy and strong as when it was new," Mr. Roberts writes

This is Dr. H. D. Smith, of Glenn Springs, S. C., and his Buick Roadster. Dr. Smith is a firm believer in the efficiency and dependability of the Buick open car. This is his third Buick and all have always given him satisfactory service



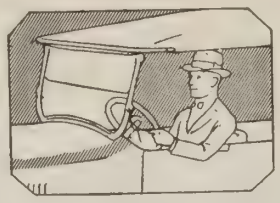
With a 49,000 mileage record, his repair bill has been remarkably light, writes R. P. Walters, of DeLand, Fla., who is shown with his car in a typical Florida scene along the St. Johns River. "I do not believe I could have received better satisfaction from any car," he declares

"Beyond any doubt the Buick open car is being built more substantially every year," is the opinion of R. R. Kinney, tax collector at Winston-Salem, N. C., who is here seen with his fifth Buick, a 1923 Touring Car

A Buick open car is an ideal automobile for a European tour, as well as for all kinds of driving in America, Jean Valeri, road contractor, of Avondale, Pa., has decided. He purchased a 1923-Six-54 Sport Roadster to make an extensive trip through his native Italy

# KEEPING THE CAR IN TRIM

**Suggestions for the Care and Adjustment of Buick Cars**



## Care of Upholstery and Tops

IT is a matter of pride with many owners to preserve the appearance of their cars and they take special pains through careful washing and cleaning to have the exterior retain a bright, lustrous finish. It is just as important that proper methods be followed in the care of the interior of closed cars, and the curtains and top of open cars, not only from the standpoint of appearance but for the protection of the upholstery, curtains and top.

To assist the owner of the closed car in the care of upholstery, some suggestions based upon the experience of factory experts are given herewith. Closed body interiors should be cleaned with a vacuum cleaner. In the absence of a vacuum cleaner, dust may be removed by brushing with a whisk broom *downward* on seat backs and sides of car, and *toward* the front on cushions and head lining. Brushing in this manner will keep the nap of cloth as it was originally. Do not brush against the nap on any occasion.

Ordinary spots may be removed by passing a damp cloth over the upholstery and steaming by running a hot iron over the entire surface. Do not steam a portion of the surface but go over the entire piece. If a hot iron is held on the cloth until it dries, it will leave a shiny spot which can be removed by going over the shiny surface again.

Grease spots can be removed by the use of ether but it is necessary to go over the entire surface and not just a part of it. Ether raises the nap on broadcloth which makes it necessary to steam the cloth after the spots are removed.

Rugs or carpets can be cleaned by rubbing with a sponge soaked in gasoline. Soap and water should not be used to clean closed car upholstery as they spread spots instead of removing them.

To the owner of the open car, the following suggestions are offered in connection with the care of curtains and top: Never fold or lay the top back while it is damp. Dust or dirt on the outside of the top should be removed with a sponge and soap suds, using a high grade linseed oil soap and warm water. Care should be taken that spots from the soap and water do not get on the body or hood.

After sponging the top, rinse with clear water and dry with chamois. The inside of the top may be cleaned by brushing briskly with the nap, using a vacuum cleaner if one is available. If not use a high grade linseed oil soap and warm water.

Do not brush the celluloid curtains. They should be wiped with a sponge dampened with wood alcohol, or with a soft cloth.

### New Buick Shows Improvement Over Predecessors

I HAVE used Buick cars continuously for the past five years and each has been a big improvement over its predecessor," writes J. J. Welch, division superintendent of traffic for the New York Telephone Company, Buffalo, New York.

"This is especially true of my new Buick Six. I have toured through mountains, over all kinds of roads and under trying conditions, and have nothing to suggest that would improve its power, riding qualities or construction."

### Record Surpasses Belief

I WISH to register a big 'kick' on the grounds that my Buick car is causing friends to doubt my truthfulness," writes W. H. Howard, manager of the Howard Grocery Company at Johnstown, Pa.

"In very hot weather I drove to Pittsburgh, Canton and several other places, a distance of 479 miles, with a full load, and put water in the radiator only once and paid $4.05 for 'gas.' (This is true but people don't believe it.) I have now driven the car nearly 1,900 miles at a cost of $31.44, including oil and gas. I have exact figures to prove this.

"I certainly bought a good car, but because of it, my reputation for veracity is not so good."

### Still Running Fine

WE have never owned anything but a Buick and we are now using an E-Six-45, 1918, which we have driven between 35,000 and 40,000 miles. It is still running fine," writes F. C. Holstem, of Fort Atkinson, Wis.

"We drove from our city to Detroit, a distance of 450 miles, in 18¾ hours elapsed time, or 14½ hours actual driving time, averaging a trifle better than 31 miles per hour. My son, who is not very strong, drove the whole distance, and on a Sunday, when traffic was very heavy, drove from Chicago to Detroit. My next car will certainly be a Buick as we have driven five of them and are bigger Buick boosters than ever."

### Thorough Satisfaction

I HAVE had such thorough satisfaction out of my two Buick Roadsters that I feel you would be interested in their performances," writes R. M. Shaw, of Greeley, Colorado.

"I purchased a D-Six-44 in August, 1917, and in four years drove it 80,000 miles in my work as a representative of the Swift Packing Company, driving mainly in the mountains of Colorado. It gave such good service that I purchased a 22-Six-44 Roadster.

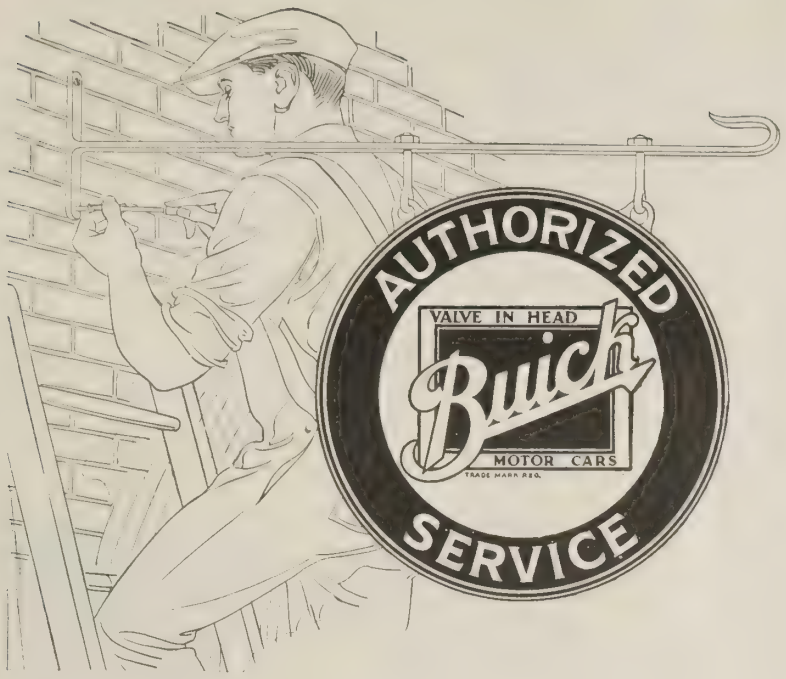
"The new Roadster is continuously exceeding my expectations."

### Buick Gives 15-Year Service

"WHILE this car in point of service is old, nevertheless it always takes me over the road with the greatest comfort," writes Thomas J. Hickey, Auburn, New York, of his Buick. "I bought this car second hand in 1912 and it had been in constant service since 1908. I have never seriously considered changing my Buick in view of the fact that I certainly could not expect better service than I have received from my present car"

### Never in Garage for Repairs

"THIS brass-trimmed '35' of 1912, a four-cylinder, four-passenger Buick, is winding up its eleventh year of service and has never been in a garage for any kind of work," writes Harvey R. Woodman, of Janesville, Wis. "I have had to drive it over roads that many others dare not tackle but it is in fine running condition today and looks like new. I had not seen the car or had a demonstration before I bought it. I knew it was a Buick and that was sufficient"




# Before a Buick Dealer Can Put up this Sign

## *Factors that Make Buick Service of Value to Owners at Home or on Tour*

DEFINITE qualifications set up by the Buick Motor Company must be met by a Buick dealer before he is authorized to furnish Buick service.

*First:* Mechanics must be trained especially on Buick cars.

*Second:* Modern equipment making possible the most exact workmanship in the shortest possible time.

*Third:* A complete stock of genuine Buick parts based on the number of Buick cars in his community.

*Fourth:* Be in full agreement with the uniform Buick service policy of courtesy and fair dealing with the public.

These requirements crystallize the Buick ideals of service which have guided its policies more than twenty years.

To motorists everywhere the Buick sign has become a guarantee of courteous, efficient attention to their motoring needs. They know that it means rendering of such service by Buick dealers as will make Buick owners continue to be satisfied owners and it means a service in keeping with the serviceability which is built into the car itself.

In purchasing a Buick car the motorist is assured of the utmost in motor car values and in addition the immense service organization is placed at his disposal. No matter to what part of the country he may travel he will find a service station conveniently located to render assistance in any emergency.

No matter whether a trivial adjustment or extensive repair work is wanted he is certain to find the same willingness to serve on the part of the proprietors and employees. This in itself goes a long way toward insuring proper service.

Coupled with willingness to serve is the equally important ability to serve. Mechanics skilled in Buick construction principles are enabled to give prompt and efficient attention to the Buick owner's needs through use of special Buick equipment. This means that the job will be done quickly and will be done right.

The car will not be marred by careless handling. Owners and service men are taking an increasing interest in the necessity for protecting automobiles from scratches on the finish and stains on the upholstery and other fittings while repairs are being made. In addition to covers which protect various parts of the machine, special tools make it possible to reach important adjustment points without danger of damaging them.

Another point which inspires the owner with confidence when he enters a Buick service station is that if replacements are necessary they will be made with genuine Buick parts. Every Buick dealer is required to carry a large stock of these. But even in the event that the needed part is not immediately available it can be quickly obtained from the nearest Buick depot. No Buick dealer is more than twenty-four hours distant from a Buick service depot.

While all these advantages have marked Buick service efficiency for years, an intensive campaign has been in progress for some time by the Buick service division and Buick branches and distributers to assist the dealers and authorized stations in meeting those qualifications in every detail.

Several clinics are being conducted at all points where branch houses and distributers are located for the purpose of establishing a close contact between the factory service division and the service men in the territories. These clinics which are attended by service managers, shop foremen and mechanics have been of great value in helping to establish Buick service at its present high standard and in providing an additional impetus for continual improvement.

It is proposed to continue these meetings because of the benefits which are being derived by the whole Buick sales and service organization and which benefits are passed along to the owner through the increased effectiveness of Buick service.

Among the advantages which accrue to dealers and their service and also to Buick owners through these service meetings are:

A clear-cut understanding of the Buick service policy.

A thorough realization of the value of good service as a sales asset through the development of good will, a knowledge of the importance of cleanliness and order in service stations.

Opportunity is given at the service meetings for a display and demonstration of the special tools which have been developed for Buick service stations. The use of these special tools in service work is of great importance to Buick owners because of the time saving effected through their use and the decreased cost of car maintenance.

In addition to these clinics Buick stations are closely linked to the factory by a force of travelers. The maintenance of the vast service organization is the chief work of the traveling men. Each wholesale department is thoroughly organized with headquarters in a principal city. This city is used as a radial point for the traveling force which maintains contact with the dealers. Enough travelers are employed to cover each territory thoroughly and with regularity so that each Buick dealer has the benefit of expert advice and assistance at all times through visits of traveling men and through direct communication with the branch or distributer. Buick service receives personal supervision right down to the smallest town in the country.

All these facts are of the utmost importance to the motorist. They are a guarantee that he will enjoy uninterrupted transportation from the moment he purchases a Buick car. The sign which marks every authorized service station is symbolic of the entire service organization.

### A South Dakota Mystery

*May 22-22*
*Timber Lake*
*South Dakota*

*Gentlemen: Send following part at once. C. O. D. Parcel Post.*

*1 Valve push rod for Buick car Model D-45.*

ANONYMOUS letters are justified for some purposes but the ordering of new parts for a car is obviously not one of them. When a letter such as the above is sent in without the sender's signature it is impossible for even such a highly developed service organization as the Buick to carry out the contained request.

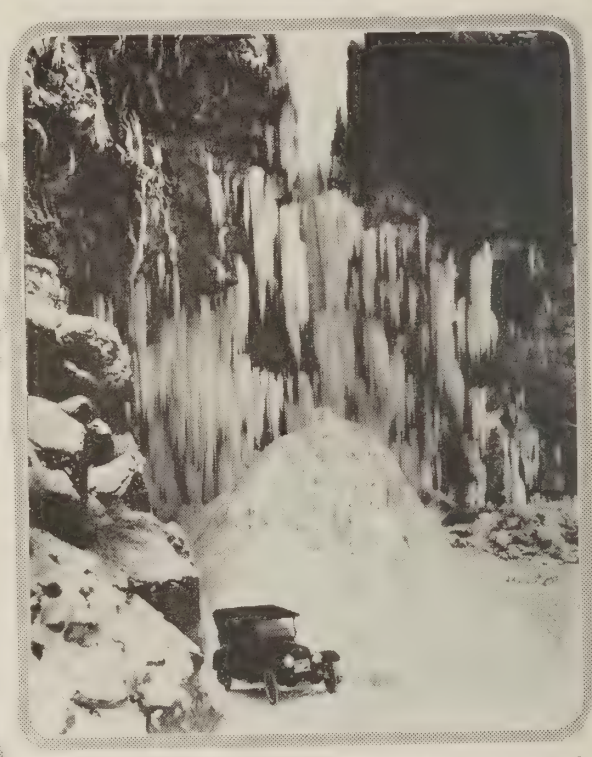
This note was received by the Boyd Automobile Company, Inc., Buick distributers at Aberdeen, South Dakota. The aid of the Timber Lake postmaster was enlisted but he was unable to locate the owner of the D-45. The mystery was not even solved when a second unsigned letter was received. Motorists requesting Buick service by mail should see that their letters are properly addressed and signed.

***Owners realize that Buick service does not always mean something for nothing. In purchasing Buick cars they are assured competent service, when they want it and where they want it, for which they are willing to pay***

# Stations That Typify Buick Nationwide Service

WHILE Buick cars have established a reputation for reliability, sturdiness and power throughout more than twenty years, their popularity has been increased by the nationwide scope of Buick authorized service. Wherever motorists travel in America, Buick stations are established to afford prompt and efficient service. Complete stocks of parts and special service equipment are always easily available. Up-to-date Buick Authorized Service Stations in various parts of the country are shown in the accompanying pictures

FULLY equipped to give all kinds of service to Buick owners at all hours, the Lind Automobile Company's garage at Twin Falls, Idaho, embodies the spirit of the whole Buick organization



THIS picture shows a Buick negotiating the ice-covered roadway three miles from Twin Falls, where waste water from the irrigation system drops into the Snake River

THE new Buick home at Newport News, Virginia, is planned to give the utmost in service to Buick owners. The building is located at 30th and Huntington Avenues

EMPLOYING from fifteen to twenty men in its service department, the Daytona Buick Company's station at Daytona, Florida, is one of the leading Buick service stations in the South

SPANISH-COLONIAL in design, the sales and service building of the Reid Motor Company at Santa Ana, Orange County, California, is typical of the Buick community it serves

THE new building of the Athens County Buick Company at Athens, Ohio, where courteous attention is supplemented by expert service

THE home of the Hill Motor Company at Welch, West Virginia, where unusual service facilities insure prompt attention to the needs of Buick owners

AMPLE service facilities for Buick owners are provided in the nation's capital. The Emerson and Orme building is an outstanding example of the quality of Buick stability in Washington

THE station operated by Stanley Horner, 1015 Fourteenth Street, Washington, is another notable unit in the Buick retail sales and service organization

# THE Buick BULLETIN

Published by the Sales Department
Buick Motor Company

FEBRUARY 19 FIVE CENTS A COPY

Four Popular Buick Models for 1923—*pages 8 and 9*

# Buick and the College

THIRTEEN members of the staff of the Engineering College of Cornell University, Ithaca, New York, own Buick motor cars. In the accompanying illustration, twelve of the owners are seen with their Buicks. That Buick is highly regarded by others of the Cornell University faculty is shown by the fact that forty-seven of them own Buick cars.

So large a representation among the engineers of one of the country's leading universities is especially significant. Their acceptance of Buick emphasizes the correctness of Buick engineering principles.

Engineers are in a position to know—to judge with surety the qualities of a motor car. Not only are they interested in the theories on which principles are based, but they are also interested in the practical application of the principles.

In Buick they find sound fundamental principles developed to a high point of efficiency. Buick has adhered to these principles throughout a twenty-year period. That is why engineers endorse Buick principles and accept nothing less than Buick performance as their standard.

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

Subscription rate, Fifty Cents per year.
Mailed under third class permit.

E. T. Strong, *Managing Editor*

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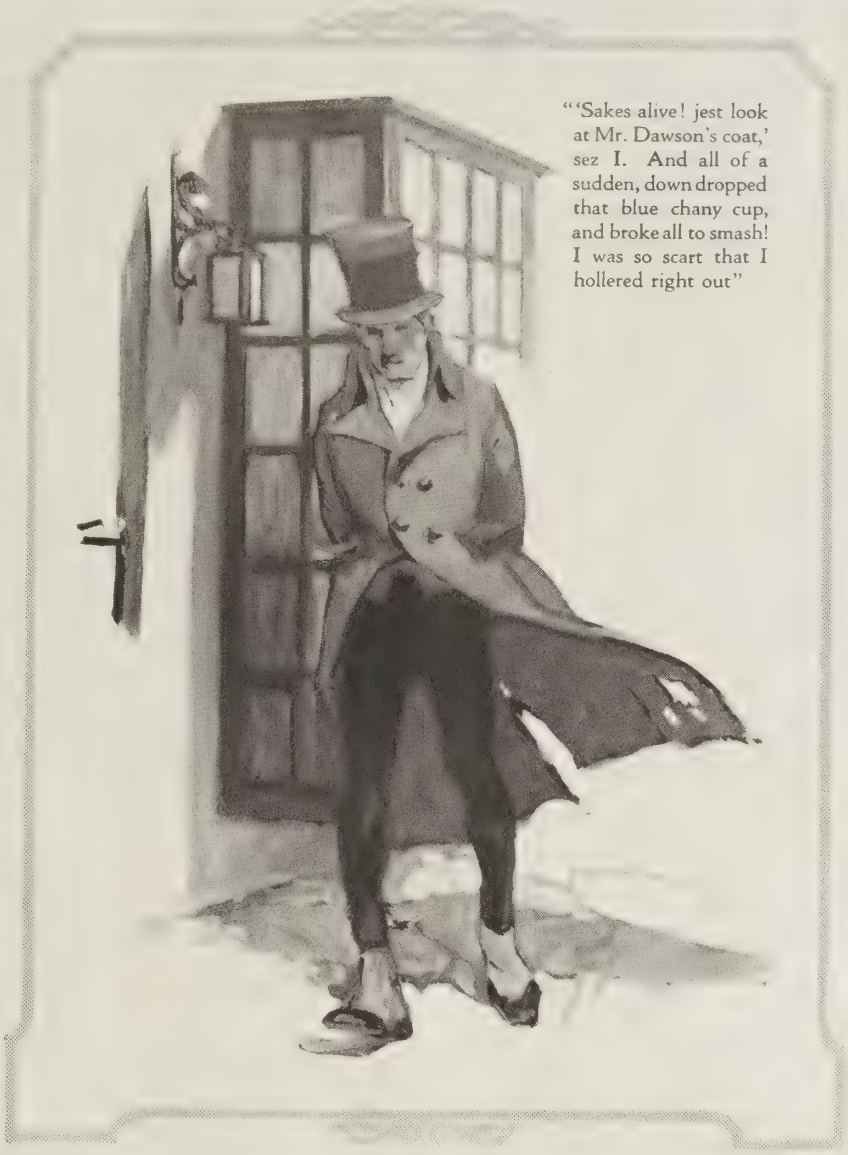


"'Sakes alive! jest look at Mr. Dawson's coat,' sez I. And all of a sudden, down dropped that blue chany cup, and broke all to smash! I was so scart that I hollered right out"

# An Old Valentine

*by* Mary E. Wilkins Freeman

I SAY! ain't had no valentines; ain't you had none, Car'line?"

"No, ma'am," said Caroline.

The two young girls stood before their grandmother, and smiled bashfully. They had come on a visit to their grandmother, an old woman, small and frail, who sat in her rocking-chair with the air of a queen.

She had asked her granddaughters of their mother and father, and about their school. Then suddenly came the query as to the valentines, for the day before had been St. Valentine's Day. When Caroline said "No, ma'am," the old woman gave a thud on the floor with her cane.

"Ain't never heerd nothin' like it!" said she. "Why ain't you had no valentines? Ain't there no fellers in Ashfield?"

"I guess they don't send valentines quite as much as they used to," Caroline said, timidly.

"I guess they're a little out of fashion," chimed in her sister.

"Out of fashion! No, they ain't out of fashion, neither! Never heerd of sech a thing where I was brought up, as Valentine's Day a-goin' by and a girl's not havin' some valentines. Hand me that psalm-book off the stand there."

It was the youngest sister who brought the flat, black psalm-book to her grandmother. The old woman fumbled over the book, pulled out many papers, and finally unfolded one. "There, look at that, there's a valentine!" she said.

The young girls eyed the decorated sheet, with its white doves, and pair of lovers in a bower of roses. The margin was a little yellow with age, but it was in good preservation.

"See the verse under the picter?" said the old woman. "I'll say it to ye, I know it by hear

"'I love thee, fairest maid, so well,
I can keep silence never,
But always would thy praises swell,
And yet, 't is passing strange to tell,
I'd Silence keep forever.
The oak supports the tender vine,
Come, love, and be my valentine.'

"He writ it himself," said the old woman. "His name was Amos Dawson, and he could make real pretty verses. That valentine must be nigh a hundred year old, for I wan't more'n thirteen, when she got it, and that was twenty year arter it was sent. 'T was sent to Silence Temple, and that is what 't means 'bout keepin' Silence. Amos, the feller who sent it, was old 'nough to be my father, but I can remember jest as well how he looked as if 't was yesterday. He was tall, and thin, and light-complected. He kept the store, and was real sharp at a bargain, sc'ar as he was, and he got real forehanded, but he used to go 'round lookin' like Hudy, and he didn't have a coat of paint put on his house for twenty year.

"I used to hear my mother talk a sight about the way Amos Dawson was lettin' things run to rack and ruin, but I never heerd Silence open her mouth about it. I used to be over there a good deal too. She was the handsomest cretur, Silence Temple was; it seemed as if years didn't make no difference to her. Land sakes! how I used to pester mother to let me go over to Silence's with my knittin' work in the arternoon! Silence's father was old Squire Temple, and he left her consider'ble property. She used to have an old woman, that had allers worked in the family, live with her.

"Silence had elegant carved furniture, and a chany closet full of chany that was her mother's, and sometimes Silence she used to take down them cups and saucers, and wash 'em when I was in there, and then I'd pester her to let me wipe 'em. You never see such chany; might have had it set in the winders for glass, it was so thin, but there never was but one cup broke that I knowed of, and then Silence broke it herself; she said she did.

"It was one arternoon, when we had the chany out in the kitchen, and Silence she had just washed one of them cups and I was a-takin' it to wipe, when I looked out of the winder, and see Amos Dawson a-goin' by. The linin' of his coat was tore, a-blowin' out behind when he walked. I giggled right out, and sez I, 'Sakes alive! jest look at Mr. Dawson's coat!'

"And all of a sudden, down dropped that blue chany cup, and broke all to smash! I was so scart that I hollered right out.

" 'I'm dreadful sorry,' sez I, for I s'posed I'd broke it, but Silence she just sez, sez she:

" 'I broke it myself; don't mind nothin' about it, Cynthy Ann,' and she went a-pickin' up the pieces.

"When she got up, she looked as if she had been cryin', and I thought it was because the cup was broke. I told her I was dreadful sorry 'bout it, but she stood up straight—and, sez she:

" 'It don't make no odds about the cup. I've got all the cups I want,' but her voice sounded jest as if she was full of tears and I didn't know what to make on 't.

"When I got home that night arter the chany cup was broke, I told mother how Amos Dawson had gone by with the rags hangin' from his coat, and she laughed, and sez she: " 'I dunno as you'd better say much about Amos Dawson to Silence, for I s'pose it's her fault that the rags are hangin'.'

" 'Why?' sez I.

" 'Silence gave Amos the mitten once,' sez mother; 'and he's been terrible cut up about it, and that's what makes him so slack about himself.'

" 'Why wouldn't she have him?' sez I.

" 'I guess she felt above him,' sez mother. 'She was Squire Temple's daughter, and he was jest a-tendin' in the store then.'

"Well, arter mother told me thet, I never see Amos Dawson, but I thought on 't, and wanted to say somethin' about him to Silence. Then the time come when she said somethin' herself.

"One arternoon I was over to Silence's, and she had to go up to the south chamber arter somethin', and I followed on. The south chamber used to be the Squire's; he slept there as long as he lived, and I s'pose he died there.

"Silence was a-huntin' in a chist for somethin', and I was lookin' round the room, when I see the Squire's camlet cloak and his bell hat hangin' up on a hook, side of the chimbly. I looked 'round at the other things in the room, but I allers kept a-comin' back to that cloak and hat. I dunno what made me so crazy over 'em, sometimes I've thought 't was Providence. Silence she went on a-huntin' in the chist, and all of a sudden I had a notion to peek into the pockets of that cloak. I dunno how I darse to; but I put my hand into a pocket. There

wan't nothin' in it, but I fumbled my hand into the other pocket and I pulled out somethin' that looked like a letter, and jest then Silence she turned round—

" 'What's that you've got there, Cinthy Ann?' sez she, and I was so scart and ashamed I jest handed her the letter. She opened it, and I peeked 'round her shoulder, and what do you s'pose 'twas? It was this valentine!

"I jest caught a glimpse of the picter, but I didn't read no verse then, for Silence she jest dropped right down in a faint. I run for water, and pretty soon she begun to come to a leetle, and it wan't long before Silence got up with me helpin' her, and crawled downstairs; I wanted her to lay down on the sofy, but she wouldn't; she sot down in the rockin' cheer. White as a ghost she was, too. I wanted to make some tea for her, but she wouldn't let me; she wouldn't let me get mother over, so I went home. Before I went, Silence looked up quiet, and sez she:

" 'Mind you don't tell nobody I fainted away, Cynthy Ann; don't you tell your mother nor nobody!'

"And I promised I wouldn't, and I didn't nuther.

"Silence didn't seem like herself arter that for a long while; I'd go in there, and she'd act as if she was tryin' to be jest the same, but she couldn't. It allers seemed to me it had somethin' to do with that valentine, but I never said nothin' about it nor she nuther.

"I guess it was nigh six months arter I found that valentine, that she looked kind of queer at me one day, and sez:

" 'Cynthy Ann, I want you to come over here, and stay all night with me tonight, if your mother's willin'.'

"I was so tickled I didn't know what to do. I run home and asked mother, and she said I might stay if Silence wanted me to, and then I came back, and we had supper. Then we sat down front of the hearth-fire, and she knit, and I read some in a story-book she had. It was a leetle arter nine o'clock, when, sez she:

" 'Cynthy Ann, are you afraid to go out a leetle ways with me?'

" 'No, ma'am,' sez I.

"So we put our shawls on, and we went out. I didn't have no idee where we was goin' to, but we went up the hill till we come to Amos Dawson's house. There was a light in the settin' room winder, and the curtains was up.

"Silence and me jest went up the path to the front door, and then we stopped. I thought she was goin' to knock, or open the door, but she didn't. All of a sudden Silence neared the settin'-room winder, and I followed arter her. And what did we see but Amos Dawson, a-settin' there, trying to mend his coat. He hadn't no thimble and the room looked like Hudy.

"Silence she jest looked a minute; then she give my arm a grip.

" 'Come,' sez she, 'come home.' And I didn't know what to make on 't.

"Arter that things went on jest the same, until Silence sent me down to the store with the valentine. I never was so wonderstruck in my life, as I was when she took that valentine out of her pocket.

"Silence was a-huntin' in a chist for somethin', and I was lookin' 'round the room, when I see the Squire's camlet cloak hangin' up on a hook. I looked round at the other things in the room, but I allers kept a-comin' back to that cloak"

"Sez she: 'Cynthy Ann, do you want to do somethin' for me?'

" 'Yes, I do,' sez I. 'I do, Silence!'

" 'Well,' sez she, 'I want you to carry this down to the store, and when Mr. Dawson ain't busy, I want you to hand it to him and say, 'Silence wanted me to give this to you, and say she'd just got it,' she kind of stopped.

" 'What will he do when I've given it to him?' sez I.

"She blushed up all over her white cheeks. 'Mebbe he'll send it back,' sez she.

"Well, I did jest as she told me to, and sakes alive! you'd orter seen that man's face. I thought for a minute he was goin' to die, but he never said a word, he jest gave his head a kind of a stiff nod and he clapped that valentine into his pocket.

"Well, I waited 'round a leetle. I thought mebbe he'd say somethin', but he didn't, and finally I went back to Silence's, and told her about it. She didn't say nothin' neither, but she kinder started back as if she'd been struck.

"I guess it was a week arter I went up to the store with the valentine, and Silence and me was settin' alone one evenin', when all of a sudden, without no warnin', Silence she jest threw up her hands, and bust out cryin'. 'Oh,' sez she, 'poor Amos, I've got to go, I can't hold back no longer! I've got to go!'

"I was so scart, I didn't know what to do.

" 'Oh, Cynthy Ann,' sez she, 'you don't know nothin' about it! Poor Amos, he used to go with me, and all of a sudden he stopped, and I never knew why, and that valentine was the reason. He sent it, and he thought I got it, and was too proud to say anythin' about it. Oh, I've got to go, Cynthy Ann, I've got to!'

" 'I'll go with you, Silence,' sez I.

"And afore I knew what had happened, we had on our shawls, and we was going up the road to Amos Dawson's. When we got there, Silence she went straight ahead to the door and knocked. Amos he come and opened the door. He looked somehow as if somethin' inside of him giv' a great start, but his face didn't move a muscle.

"He never asked us to come in, but Silence she kind o' made a motion to, and he led the way to the settin'-room.

"When we got into the room, and I never see such a place in my born days, we all stood there. Silence she had her head hung, but all of a sudden she held it up and sez she: 'Amos, did you get that valentine?'

" 'Yes!' sez he.

" 'Well,' sez she, 'it was twenty year comin' to me. Cynthy Ann found it in father's coat pocket. I dunno whether he forgot it, or what. What I want to know is, Amos—if—'twas to do over, if—you'd send it again?'

"Amos he jest stood lookin' at her, then all of a sudden he went across the room to his desk and he rummaged till he found that valentine, and he brought it over to her.

" 'Here 't is!' sez he, 'will you take it?'

"And Silence took it.

"I didn't know no better than to stand right there lookin' on, and there was Amos with his arm round Silence, and she was cryin', and he was kissin' her. I didn't see how she could want him, but I didn't know so much then as I did arterward, when I larned that there ain't no reg'lar weights and measures for things of that kind.

"Well, of course you know what come arter that.

"They was married almost right away, and Silence hed the handsomest pearl-colored brocade I ever see in my life, and I stood up with her. I wore a worked muslin. Amos he went to live with her in the old Squire's house, and he fixed up his house and let it.

"And I never see such a change in mortal man as there was in Amos Dawson; he allers looked as if he had come out of the box, he kept his store like wax-work, and he held up his head and walked with a cane, and arter a while he was sent to the Legislater, and everybody called him Squire."

The old woman paused; her face radiant. The two young girls, who had seated themselves upon a sofa near her, looked at her with serious, contemplative eyes.

"What became of them?" asked the younger sister.

"Why, they're dead, of course," replied the old woman. "I had some of Silence's things when she died, and I found this valentine in a shell-box she use to have, and I have allers kept it."

"It's too bad they're dead," said the younger sister.

"Too bad they're dead! No, it ain't too bad neither! They was real happy and pleasant together, and when they'd lived to a good old age, they died within a year of each other, and now I s'pose they're singin' psalms together in the New Jerusalem. I don't see nothin' bad about that. I call it about as good an endin' up as there could be!"

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

JUST how the Buick Motor Company determines the selling price of each model is an open book. Since the very first Buick was offered to the public, the same method of establishing a selling price has been followed. We have discussed the subject on this page several times—in our issues for September, 1916, for January and June 1917, for March and November, 1918, for instance. And these discussions fixed firmly important facts, which are as true today as they were in earlier years; namely:

**1. The Buick policy in respect to price has always been uniform and fair.**

**2. No Buick model has ever been built "around a price."**

**3. Every Buick price is based on the actual cost of production of the particular model.**

**4. Buick has never attempted to fix prices in such a way as to take advantage of peculiar or extraordinary conditions.**

**5. Buick prices have never allowed more than a legitimate and equitable margin of profit.**

**6. Strict adherence to these principles has made Buick the Standard of Comparison for motor car values.**

IT is significant that these facts are as true today as they were twenty years ago. For two decades the same rigid policies have been in effect, resulting at all times in the manufacture of the best possible cars and in their sale at the lowest possible prices consistent with good business. Because there has never been the slightest departure from the Buick standard, Buick reputation has been built up to its present high standing. This esteem among motor car buyers is Buick's great asset. And the continuation of this esteem is Buick's ambition.

When a motorist buys a Buick we want him to know that he is making a solid investment in personal transportation and that the returns will be more than proportionate to the outlay.

Consistent value is what has inspired confidence in Buick. With the steady increase of knowledge regarding Buick standards on the part of the public there has come a correspondingly wider realization of the fact that value, not price, is the true basis for judging the worth of a motor car.

Buick value, generally speaking, rests on three fundamental conditions:

**1. The Buick car is correctly designed and engineered to perform continuously and economically over a long period of time.**

**2. Large-scale production means low cost of manufacture.**

**3. Large-scale production enables the Buick Motor Company to operate on a small margin of profit per car.**

On final analysis, it will be seen that these things are possible only because the Buick is honestly built and fairly priced.

CERTAINLY there would be no large-scale production of Buick cars if each was not mechanically right. It is a recognized fact in the industry that Buick's big problem has not been one of trying to figure out ways to market its product. The Buick car has sold itself. After twenty years it is still winning new friends on the strength of its merits. It requires no special inducements to help in making a sale. It is its own best salesman. It is bought in ever-increasing numbers because it performs faithfully and economically.

These things have really made the Buick problem one of manufacturing cars in sufficient quantities to meet the ready demand. That is why the Buick factory today is the largest in the world devoted to the manufacture of fine motor cars. It occupies an area more than one mile and a half long and from two to four city blocks wide. Within its many plants are manufactured virtually all of the parts that go to make the Buick car. The factory is manned by thousands of efficient and specialized craftsmen, is equipped with hundreds of special pieces of machinery and employs special methods and processes that only broad experience and study could provide.

EVERYTHING is done in the Buick factory to produce a car that is mechanically excellent. Buick quality is the consideration of paramount importance. Engineers and manufacturing men know that each Buick must in every respect be true Buick—Buick in durability, in beauty, in finish, in completeness.

Quality always comes first in the Buick organization. Price is a secondary consideration, because we know that motorists do not buy a Buick because of its price. They buy because of Buick value, based on good engineering, good manufacturing and fair pricing.

Because no Buick model was ever built "around a price," and because no factors other than the cost of production and a small margin of profit enter into the Buick selling price, Buick value is just as good for the buyer who pays cash for his car as it is for the buyer who turns in his old car toward the purchase of a new Buick.

And, incidentally, it is interesting to note that a fine illustration of the soundness of Buick value, quality and fairness is reflected in the high re-sale value of used Buick cars. The high re-sale value of a Buick is in itself still further evidence of the fact that the price of a new Buick is just and fair.

Another fact is that the Buick Motor Company has at no time found it necessary to stress or emphasize minor features or improvements in selling its product. While we are mainly concerned with the development of the Valve-in-Head motor and its co-related chassis, which together make the car what it is, our interest in the things that contribute to the comfort and convenience of motoring is best expressed in the way these are treated in the Buick line for 1923. It will be seen that, while through the years in which we have been developing the big thing, we have not overlooked the little things.

THERE is real satisfaction in having served the public so well for so many years. The public's appreciation of our product is a source of pride and pleasure for us. And it is also our watchword—our guide—and why "The Buick Creed" reads in part:

> **No matter what its price, a Buick car must and will give the maximum of that service for which it was intended, and must bear its proportion of the responsibility of maintaining that high prestige which Buick cars have attained.**

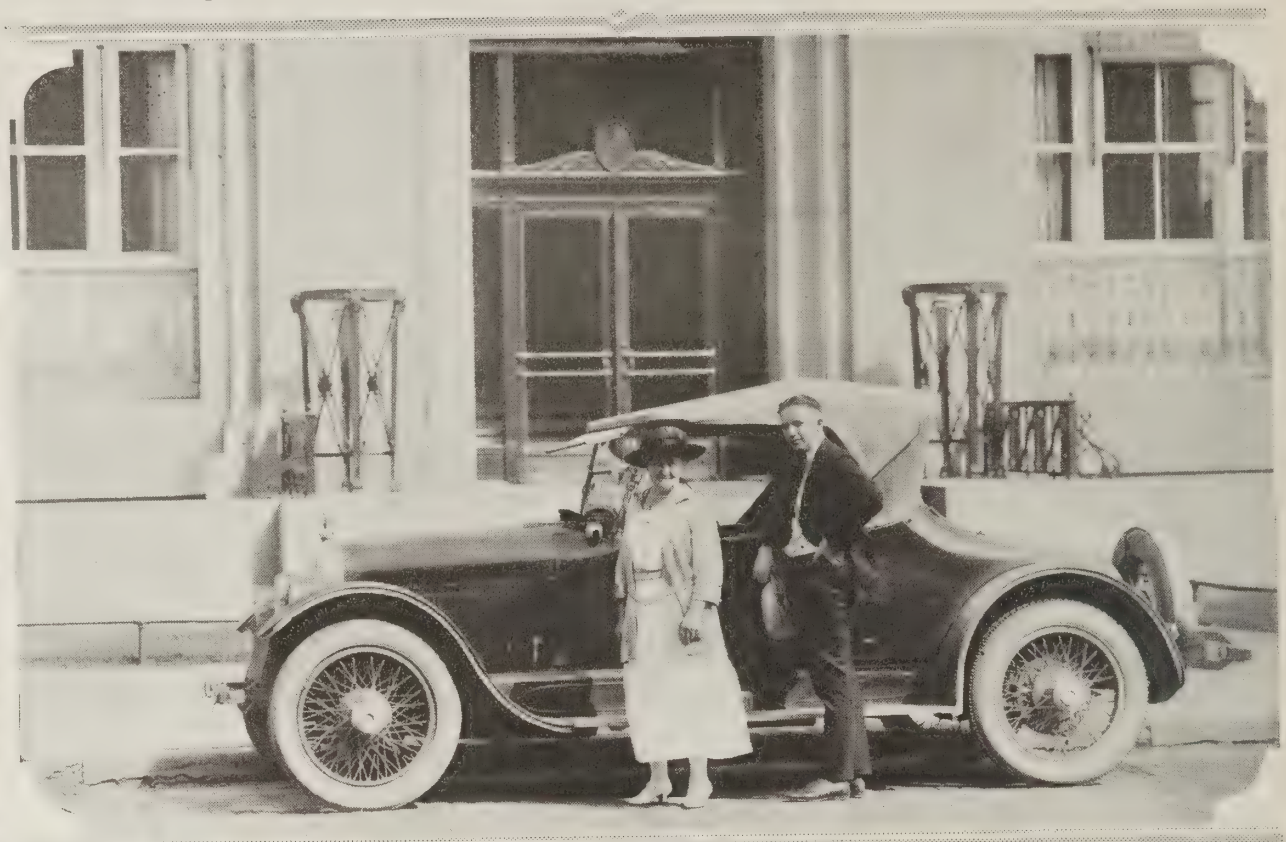
Both the Buick owner and ourselves can also take pride in the fact that Buick is generally accepted as the Standard of Comparison—a standard recognized because it is known that Buick is scientifically designed, skillfully manufactured and fairly priced.

# Vacation Tours Enjoyable in Sturdy Buick Cars

NOTHING has done more to broaden the life of the average man than the motor car. It has opened to him hundreds of realms that were formerly closed. Now with his modern car he is king of the road and the most distant beauty spots are within his reach.

Even in a few hours he can travel far beyond the confines of city and town into delightful open country, and when he is prepared to spend a month or several weeks on a trip he can travel comfortably and easily from coast to coast with many side trips to points of interest.

Since the beginnings of the automobile era Buick has always been among the foremost in offering the tourist dependable transportation. The Valve-in-Head principle has been adhered to from the outset and constant study of motorists' needs has resulted in sturdy, powerful cars with beautiful lines, ideal for either the short or long trip.



Mrs. Maud Gray, of Milford, Illinois, and the Buick sport roadster in which she made a transcontinental tour of 9868 miles

Buick's popularity for touring purposes is graphically indicated by the records at Yellowstone National Park. Ever since that beauty spot was opened to automobiles, more Buicks have visited the park than any other car, with the exception of one small model.

An illustration of the service and satisfaction which Buicks will give, particularly when they receive proper care, is apparent in a record kept by Mrs. Maud Gray, Milford, Illinois, of a three months' transcontinental trip with driver.

They experienced no motor trouble of any kind and were enthusiastic with the car's performance. Oil was drained every 800 miles and all parts were thoroughly greased every 1000 miles. The ignition was perfect, the battery being inspected and filled weekly. The spark plugs never required cleaning. During the entire trip which covered 9868 miles the car never required to be towed once although some parts of the trip were made over the worst roads in the country. The Buick never failed to climb the steepest grade and the engine was never overheated. The ascent from Yosemite National Park was made on intermediate gear although low gear is usually required. The Big Horn Mountains in Wyoming were crossed at night on the roughest roads and worst grades of the whole tour. The last lap of the trip, 775 miles, was covered without even a stop to let the motor cool.

An equally enjoyable tour was experienced by W. G. Bonine, Lodi, California. He made a 3500-mile trip from Michigan to California via Yellowstone National Park, his actual driving time being sixteen days. No adjustments of any kind were made to the motor on the entire trip. Mr. Bonine says that he was most courteously treated at Buick service stations along the entire route. He drove a Model 23-Six-41, five-passenger touring sedan.

Buick service stations along the entire route made a 3500-mile trip from Michigan to California, via Yellowstone National Park, highly enjoyable for W. G. Bonine, of Lodi, California

Keeping a log of a transcontinental motor car trip gives many tourists an interesting pastime. Incidentally it enables the owner to ascertain the cost of the long journey and to determine how successfully his car has met all sorts of adverse conditions.

James G. Stuart, in charge of the research laboratory of the General Electric Company, Schenectady, New York, kept a log of this kind during a coast to coast trip over the Dixie Highway and the Santa Fe Trail, with many side runs to points of interest. His speedometer registered 6225 miles and the consumption of gasoline and oil was especially fine. Mr. Stuart's roadster, Model 23-Six-54, was the first of that model to be sold. He saw it at the New York motor show and bought it a few moments after the show opened. His judgment was more than justified by the subsequent performance of the car.

Not only on long trips do Buicks offer pleasure, comfort and dependability. They enable their owners to enjoy many pleasant short journeys at a trifling expense. W. Chester Hurff, of Bridgeton, New Jersey, purchased a 23-Six-54 roadster, his fifth Buick. Two weeks later he made a trip to Asbury Park by way of Lake May

This Buick carried its owner, James G. Stuart of the General Electric Company, Schenectady, N. Y., from coast to coast with remarkably low oil and gasoline consumption

During the second week of his ownership, W. Chester Hurff, of Bridgeton, N. J., drove this Buick on a 357-mile trip. He is shown here with his prize winning French poodle in the car

More than 500 miles in twenty hours is the feat William W. Robb, Jr., New York importer, achieved with this Buick

No trouble of any kind on a 1300-mile mountain trip made J. E. Todd, New Augusta, Indiana, enthusiastic about this Buick

and Wildwood, a distance of 357 miles, with very low gasoline consumption.

At no time is the performance of a car watched more closely than when it is making a test trip for a wager. William W. Robb, Jr., with Judkins and McCormick Company, New York importers, tells of a trip under an interesting condition of this kind.

"Recently I made a test trip in a Buick 1921 coupe which I consider remarkable," he writes.

"On a wager, a friend and myself undertook to cover 500 miles in 20 hours with one driver the entire time. The roads were varied as we were in the States of Connecticut, Massachusetts, New Hampshire, Vermont and New York. We were in the Berkshire, White and Adirondack Mountains, so our trail was not an easy one.

"In 20 hours we covered 506 miles and at 518 miles we stopped and camped. I have always appreciated the Buick but now I know what it can do. On the entire trip we had no trouble whatever. My car had been over 14,000 miles at that date, yet at the end of our trip, the car ran better than it did when we started. Later at a service station I was told that the car was none the worse for its trip, nor was I, for the Buick is the most comfortable and easy car to drive that I know."

J. E. Todd, of New Augusta, Indiana, tells of a 1300-mile trip through the Allegheny Mountains. "We have just returned home from a trip through the mountains which we enjoyed immensely," he writes.

"We did not have one bit of trouble of any kind and surely think it is well said: 'When better cars are built Buick will build them.' "

Joys of the overland trail are doubled when a large party takes the road and several cars are used. This is demonstrated by the trip taken by Mr. K. C. Menzies, of Hickory, North Carolina, and the family of his brother, Dr. H. C. Menzies of the same city. Forming a party of 16 they made a three months' tour in the Far West with a Buick five-passenger touring car, a Buick seven-passenger touring car and a seven-passenger touring with a specially built body, which was used for carrying the camping outfit, cooking utensils, and other traveling equipment.

Satisfaction with Buick dependability is apparent on the faces of these tourists who accompanied K. C. Menzies of Hickory, North Carolina, on a three months' tour of the West

They traveled 10,500 miles, visiting southern California and a number of the national parks. The two touring cars made the trip without any adjustments of the motors, not even a spark plug being removed. The cost per mile per passenger was less than 1 1/15 cents. The trip from Hickory to Los Angeles was made in 20 days, an average of 200 miles a day.

Special bodies for camping tours are made by some drivers to enhance the pleasure of a trip. L. E. Renney, of Stockton, California, built a camp car on a 22-Six-49 chassis which provides two beds and a table. The table top can be lifted to form a bed for two children. The car also has a nickel-lined folding wash tray mounted near the front door and eight gallons of water are carried between the side apron and the frame. There is a gasoline stove carried in a compartment built on the running board and the bedding can be stored through a trap door in a large metal box under the rear end.

The feeling of security which Buick nation-wide authorized service gives to the tourist is emphasized by R. E. Grove, M. D., of Wilkinsburg, Pa. In a Buick K-Six-45 he toured six states, covering 1740 miles.

"A great feeling of security, comfort and satisfaction was engendered by the signs all along the route telling of Buick Authorized Service," he writes. "Surely this is a great advantage in touring and one that should be weighed properly in deciding what car to buy."

Dr. Joseph L. Peloso, of Savannah, Georgia, tells of an interesting trip from New York and is very enthusiastic in praise of the magnificent performance of his Buick. "I would not part with that car for the world," he said.

"We made 522½ miles the day before we arrived in Savannah. Talk about moving, that car just naturally pushed the miles off the slate." The car was a Buick 22-Four-34.

All these tourists are united in declaring that the Buick is particularly adapted for either long or short journeys across country. The Valve-in-Head motor supplies more than enough power under all conditions while the sturdy frame enables the car to bear the unusual strains which touring places on a car, such as carrying an exceptional amount of baggage, while retaining driving comfort.

Buick serviceability over a 1740-mile route made the vacation trip of R. E. Grove, M. D., Wilkinsburg, Pennsylvania, an enjoyable one

The Buick Valve-in-Head motor drove this specially built camp car owned by L. E. Renney, Stockton, California, with as much ease as if it had been a touring car

No engine trouble on a trip of 4000 miles, over all kinds of roads, is the report made by Dr. Joseph L. Peloso, Savannah, Georgia, on this Buick roadster

# Appreciation of Buick Advanced

*Four of the Most Popular Models Characteri*

Unusual in their equipment, indi
ing needs, the two Buick Tourin
Sport Roadster on the large ch
spread that wherever one may to
apart among motor cars. Everyw
the striking goodness of their de
endurance, lon

**The Four-Passenger Sport Touring**

Beautiful in appearance, rich in contrasting colors, spirited and eager in performance, this Model 55 Sport Touring is an outing companion of the finest sort, harmonizing in spirit and in purpose with the week-end trip, the cross-country run or the spin into the country. And it is equally fine for the tasks of daily business routine. $1675, f. o. b. factories.

**The Six Touring Sedan**

The Buick Touring Sedan is remarkably fitted for touring use, with open car freedom and range of vision linked with closed car comfort and convenience. In the mountains and through heavy going you will find its well-knit chassis constantly dependable. Every point of its construction points to the demands of rugged service in town or through the country. $1935, f. o. b. factories.

# )esign for 1923 Expressed in Sales

## )uality and Value of the Complete Buick Line

ıal in their interpretation of motor-
ıedans, the Sport Touring and the
ı, have made an appeal so wide-
hese models will be seen to stand
e they are respected not only for
but also for their marked power,
e and economy.

**The Three-Passenger Sport Roadster**

Not in all Buick's twenty years has there been a Buick Roadster so strikingly smart, so richly appointed, as this Model 54. It is mounted on the largest Buick chassis, so that speed and power beyond the average are added to its list of merits. The big, wide seat accommodates three persons comfortably. Every detail in the Roadster's design inspires pride of ownership. $1625, f. o. b. factories.

**The Four Touring Sedan**

What makes the Six Touring Sedan so exceptional in its value, also gives this Four Touring Sedan its outstanding qualities. And that is the attention that has been given to details which contribute to the comfort and convenience of the car as a touring vehicle, primarily. Splendid in its appointments and finish, its completeness has placed it in the forefront. $1325, f. o. b. factories.

# Tourists Seldom Travel Beyond Buick Service

EVEN in the smallest and most remote towns Buick Authorized Service is usually available for the motorist. A service policy developed through twenty years' close study of Buick owners' needs has resulted in a network of service stations that covers the nation. Each station reflects the Buick standards of quality. Buick dealers are recognized as leaders in their communities and they have erected stations which are fit objects of local pride as well as centers of service for the motorist. They are properly equipped and employ skilled mechanics. This preparedness to serve on the part of Buick dealers proves of immense value to the tourist because wherever he may travel he is assured service which is in every way equal to the quality built into his Buick car

EXCEPTIONALLY attractive in appearance is the splendidly equipped new home of the Buick Sales and Service Company, of Kalamazoo, Michigan, showing that the pride of Buick dealers in the appearance of their showrooms and service stations has increased in proportion with the attractiveness of Buick models

BUICK is well represented in Hinckley, Illinois, by the Elmer Johnson Buick service station, which is shown in this photograph

THIS picture shows the up-to-date Buick service station and salesrooms occupied by Waddell Brothers and Company at Big Rapids, Michigan. Its beauty, convenience and service to the owner are in perfect harmony with the Buick policy

THE modern and well-built service station and showroom of the North Essex Buick Company Buick dealers at Montclair, New Jersey, are shown in this photograph

FACILITIES for complete service to the Buick owner are apparent in this photograph of the showroom and service station of William Y. Rush, Buick dealer at Phillipsburg, New Jersey

BUICK owners are offered exceptional service facilities at Benton Harbor, Michigan, where the Wells-Buick Company has erected the new service station and showrooms reproduced in this picture

TENTION to every phase of the motorist's comfort in addition to com-
te service facilities is a feature of Stensvad's Garage, Redwood Falls,
nnesota, which brings this Buick dealer into line with Buick Authorized Service Stations throughout the country

WITH its dignified appearance quite in keeping with its beautiful surroundings, the Adams Brothers Garage shown in this picture offers Buick Authorized Service to motorists at Highland Mills, New York

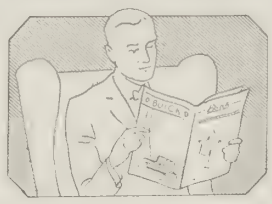
THIS photograph shows the new salesroom of the Fleetham-Buick Sales Company, at Wyandotte, Michigan. Mr. Fleetham also occupies the large building next to the salesroom and recently took over a third building for Buick Authorized Service

THE salesrooms and Authorized Service Station of the Danbury Buick Company at Danbury, Connecticut, typify the service available to Buick owners in all parts of the country

THIS is an exterior view of the Buick sales and service station of the Edwards Buick Company at Huntsville, Alabama. Buick owners get twenty-four-hour service here

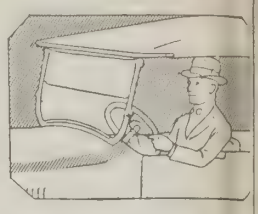
service station and showroom of the Todd-Buick Company at Plattsburg, New York, is typical of the Authorized Service Stations

AUTHORIZED Service for the Buick owner is provided in Gallipolis, Ohio, by The Womeldorff and Thomas Company



# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars



## Inspecting the Car After Winter Driving

WHILE a Buick is so designed and constructed that it will operate successfully under the severest sort of conditions, it should be remembered that, like any other piece of fine machinery, it should receive a certain amount of attention and care in order to insure continued and satisfactory performance.

Take, for instance, a car that has been driven continuously throughout the winter. In a period of four or five months it is subjected to harder tests than perhaps in two or three summers combined. Ice and frozen ground make the going especially rough and in getting out of ice ruts the front wheels are constantly striking obstacles at different angles. That is why it is a good thing to check up on the alignment of the front wheels before the coming of spring. If the operator is not thoroughly acquainted with the method of checking the alignment, he should consult an Authorized Buick Service Station.

The front wheels are not alone in suffering from irregularities in the road or curb collisions. Rear wheels occasionally receive such severe bumps that they are thrown slightly out of alignment. It will not take much additional time when checking the front wheels to make sure that the rear wheels are tracking properly.

Springs should also be carefully looked over to see that the eye bushings are not worn through lack of lubrication and that spring clips have not become loosened or broken during the winter months. Loose spring clips will almost certainly result in broken springs, which is a sufficient reason for careful examination of these spring clips and other bolts and nuts.

Because of severe weather conditions t is a tendency for owners to neglect the lu cation of their cars. It would be well at time for every owner to take his instruc book, turn to the lubrication chart the and note carefully the proper oiling and gr ing of the lubricated parts. This will en an owner to check up anything that m have been forgotten during the winter. Sp attention should be paid to the crank transmission and rear axle.

Care should also be taken that both service and emergency brakes are in working order. Brakes on both wheels sh have exactly the same clearance in orde insure equal braking effect on both rear wh Unequal braking results in unusual tire and may cause skidding on wet or slip pavements.

# Here and there with Owners and their Buick Valve-in-Head Motor C

### Comfort in Spite of Rain

SOME of my friends have suggested that I inform you of what they term a remarkable accomplishment which I made with my four-cylinder Buick," writes Charles B. Provost, White Plains, New York. "I had never driven a car until I purchased this one so you see I am inexperienced. I started in the rain for Groton, Massachusetts, via Waterbury and Hartford and returned via the Mohawk Trail, covering 522 miles. My gasoline consumption was remarkably low. Considering some horrible detours and all the mountain climbing I accomplished I feel rather proud. It rained three of my four driving days."

### Praises His Fifth Buick

"I AM driving my fifth Buick after having tried several other cars, the last three being Buicks. My present car, a model 21-Six-45, has been nothing short of phenomenal," E. E. Covert, Monroe, Michigan, writes. "I have rolled up more than 21,000 miles on this car and in spite of hard usage I can detect no looseness in the motor bearings, the crankcase never having been removed. The car operates just as efficiently in every way as when new."

### Climbs Without Strain

"WITH my 1922 four-cylinder Buick I recently ran up Lookout Mountain all the way in high gear and did it without the least difficulty," writes H. P. Cook, Denver, Colorado. "There was positively no strain on the car at any time during the pull. It was an exceptionally fine demonstration of the capabilities of a four-cylinder Buick and I am more than ever proud of the fact that I own one."

### No Mishaps on Long Trip

"MY Buick 1922 roadster is performing better than any of the previous cars of this model I have owned," writes H. O. Garvin, Winona, Minnesota. "Last week I made 1057 miles and there was not a mishap on the trip although the roads were rough and sandy."

### Buick Performance Pleases

"ALTHOUGH my Buick Six which I bought in 1919 has been run year after year on roads hub-deep in mud and through deep snow, I am still getting good mileage from it," writes C. G. Blinn, of Phippsburg, Colorado. "To say that my car is giving perfect satisfaction is putting it mildly. At no time has it refused to start. Buick owners have the satisfaction of knowing that when they start out on a trip they won't have to be pulled in."

### Buick Tour Restores Health

"YOU can tell any one for me that the Buick is the only car for a long trip," writes Charles Haynes, of Detroit. "We hesitated a long time about making a trip on account of our little baby who was very poorly, but this trip just put her on the road to health. When we would stop for the night she would cry to go on some more, so you see she didn't get very tired."

### Driving His Third Buick

"I AM now driving my third Buick for which I traded in an H-Six-49 which I had driven 92,000 miles with very little expense. The automobile was still in good condition," writes R. E. Leonard, general agent of the Mid-Continent Life Insurance Company at Oklahoma City, Oklahoma.

### Climbs Mountains With Ease

"MY model 22-Six-47 Buick sedan has traveled 3455 miles since leaving El Paso, Texas," writes M. A. Shirbino, Salt Lake City, Utah. "My car makes all the mountain passes and climbs with much ease. The car is all that Buick claims it to be."

*Everybody knows*

*Valve-in-Head means Buick*

### Buick Responds to Good Care

"MY Buick coupe has been giving me won ful service although I am carrying consider more weight than usual and the roads in country are rather tough in a good m places," writes A. K. Jones, of Limon, C rado. "Of course this car has had exce care and always will have as long as it bel to me. When I come to curves, corners or stretches of roads, I slow down and I bel this helps keep my coupe in good condit I drain my crankcase every 500 miles w I figure is true economy."

### Upkeep Cost is Low

"HERE is a record of a Buick K-Six-45 I driven between fifty and sixty thousand with a very small expenditure for repai less than $40," writes C. S. Starnes of Granite Falls Drug Company, Granite F North Carolina. "All the original gears i car are still in it as well as the same pis I have never had a spring broken, except leaf, and I have carried from one to tw persons."

### Tours at Low Expense

"MY wife and I have just returned from a mile trip to Madison, Wisconsin, in our Buick four-cylinder sedan," writes E. Bromley, Evansville, Indiana. "There not a hill that we encountered on this that gave us a bit of trouble and the expense outside of gasoline was for oil an pairing one puncture. My wife and I are tickled to death with this car and think a worthy successor to previous models."

### This Buick is Still Going

"THIS is to inform you that I have a D-S five-passenger Buick that has been d 192,000 miles and is still going," writes Sanford, of Zona, Louisiana. "I have four other Buicks since getting this one I am still holding on to this one on accou the service it has given and for what capable of doing yet."

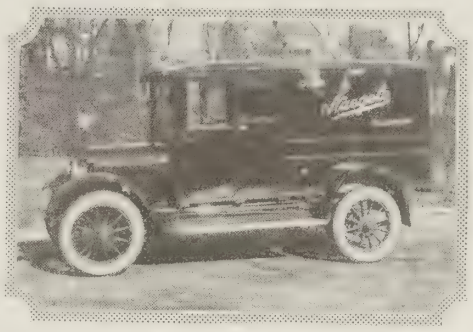
# Buick Special Delivery Makes Great Strides in Commercial Fields

FUNDAMENTALLY Buick in its mechanical excellence, the Special Delivery for 1923 has made possible Buick dependable and economical transportation in the commercial field. Merchants, manufacturers and farmers everywhere find that the Buick Special Delivery meets the most exacting demands for steady, consistent performance and that one of the various body types lends itself admirably to the needs of an individual business. Some of the Special Deliveries operated by representative owners are illustrated on this page

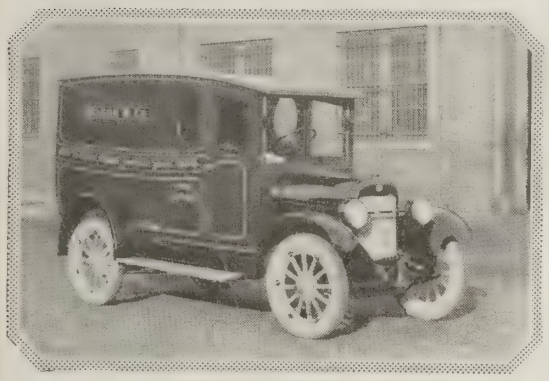
In St. Louis, Missouri, Jos. Witch, florist, operates this Buick delivery

Baked goods are delivered in this Buick by M. E. Weber, Madison, Wisconsin

The Snow White Laundry, Battle Creek, Michigan, praises this Buick



This Special Delivery with steel panel body is used by Naegele, dyer and dry cleaner, of Cincinnati, Ohio



Two Buick Special Deliveries are used by Wilson & Company, Chicago

This Buick is used by the advertising department of Armour & Company, Chicago

As office outfitters, Ivan Allen-Marshall Co., Atlanta, Georgia, use this Buick

"Everything Good to Eat" is delivered by this Buick for Geo. W. Starke & Son, St. Louis, Missouri

This body type is admirably suited to the Empire Nurseries, Atlanta, Georgia

Believing in good advertising, the Bunte Candy Company, Chicago, has this Buick for its advertising department

This Buick Special Delivery is owned by the Modern Steam Laundry, LaCrosse, Wisconsin

This Buick serves efficiently Charles Sorenson, grocer, Menomonee Falls, Wisconsin

VALVE-IN-HEAD Buick MOTOR CARS

# Buick Wins Community Support on its Merits

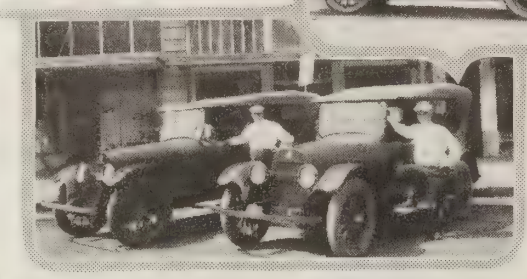
It is a noteworthy fact that among the leading citizens of virtually any progressive community, Buick is the one car that predominates. And this is true because Buick is its own best salesman, making friends everywhere on the strength of its merits. East and West, North and South, Buick continues as the choice of discriminating buyers. On this page are shown some of the owners in Chickasha, Oklahoma

Here is the salesroom and service station of the Chickasha Buick Company, Chickasha, Oklahoma

This 1918 Buick is still driven by Postmaster George W. Barefoot

"Never salvaged a Buick," says Earl Andrews, auto wrecker

This new Buick is owned by Louis Erlich of the People's Store

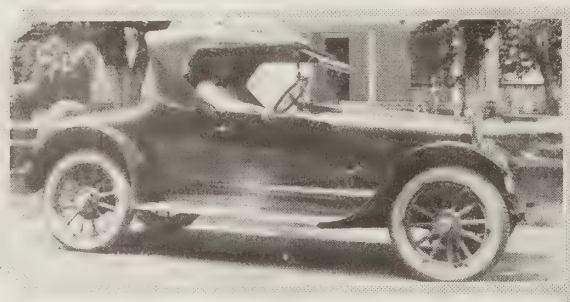


Two Buicks in the livery service of C. M. Baird are making wonderful records

Besides this sedan, Wesley W. Voss owns a Buick touring

And this prominent real estate man, John W. Stiles, owns a Buick

Here are Thomas H. Dwyer, president of the Chickasha National Bank, and his third Buick

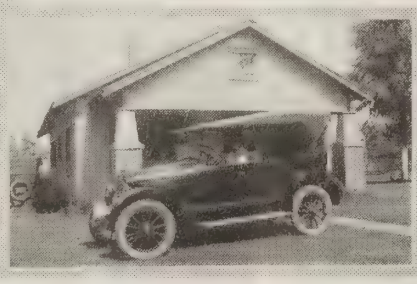


Several Buick cars have been owned by B. H. Brown, merchant

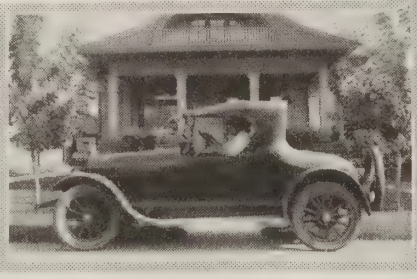
The City Attorney, Harry Hammerly, also drives a Buick

This is Dr. W. L. Bonnell's third Buick car

As Fire Chief, George Gattis depends on his Buick roadster



Buick ease of operation has won the favor Mrs. J. E. Holland

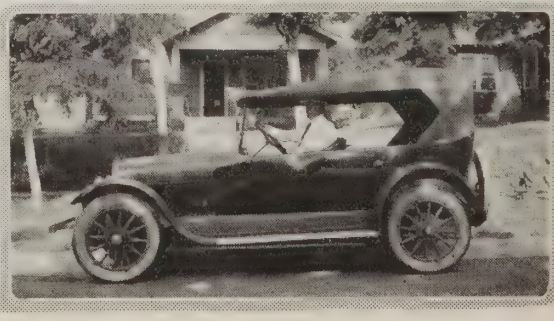


As a buyer of cotton, Marcus A. Weaver uses his Buick extensively

"More than pleased," says G. Ed. Butler of his Buick

Besides this roadster, Dr. J. C. Ambrister has owned seven other Buick cars

Because of its excellent performance, Buick is the choice of Fred Andrews



"The best of all," says H. F. Allen, county superintendent of schools

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# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

MARCH 1923 FIVE CENTS A COPY

# One Million Buicks

What this achievement means to motorists is fully appreciated by Buick owners

VALVE-IN-HEAD Buick MOTOR CARS

# *The One-Millionth Buick*

SYMBOLIC of countless hours that have been saved, of untold distances that have been shortened, of work that has been well done, this Buick stands as impressive testimony of faithful service, which one million Buicks have rendered, and as a sincere promise of unvarying loyalty to Buick tradition

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

Subscription rate, Fifty Cents per year.
Mailed under third class permit.

E. T. Strong, *Managing Editor*

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Vol. XI No. 3 March, 1923

"You'll understand sometime," said the Doctor. "If you ever remember this when you're a man, you'll find you can dig up your boyhood for a while but you have to bury it again"

# Down Happy Valley

By MARY ROBERTS RINEHART

*Author of "The Poor Wise Man," "K," etc.*

THE Judge lifted his lean length from the seat of the open car, and motioned with dignity to the conductor. When the car had grated to a standstill he stepped down, followed by the Doctor.

"That's an outrage," he said severely. "There ought to be a law prosecuting companies that put on summer cars before the hot weather."

"Or they should be compelled to pay the resulting doctors' bills," supplemented the Doctor. "I know of a case——"

"Forget it," the Judge interrupted him. "I just remembered, you don't want to hear about my cases today, and I don't care a hang for yours."

The Doctor nodded, looking about him meanwhile with puzzled eyes, as the Judge led the way across a newly-paved street.

"But look here, George," the Doctor's voice betrayed his sudden interest, "do you mean to tell me that this Christmas-tree village used to be the old marsh?"

"Precisely," said the Judge complacently. "We've drained it off, put in sewers and electric lights, and paved the streets. When I was a youngster, running barefoot through the swamp here, I never expected to be the president of a company to reclaim that land."

"I should hope not," said the Doctor fervently. "It's common sacrilege to see row after row of pink and green houses on this ground, and I'm disappointed. Where's the frog pond?"

The Judge looked about him reflectively. "I think I am correct," he said, "when I locate it in the laundry of that yellow colonial house over there."

"Outrageous! I'm going back to town. Look here, George," with sudden suspicion, "you aren't going to try to sell me a lot, are you?"

"Well, not a lot." The Judge was somewhat embarrassed. "But come on. We'll walk down through the old valley to the other car line. I want to talk to you about a plan I have."

The Doctor nodded acquiescence, and after passing a row of rainbow-hued houses, the Judge led the way into a lane which skirted the new town.

"Business pretty good?" the Judge asked, when the narrow board walk gave way to the country road, and they were walking abreast.

"Fair," said the Doctor, noncommittally.

The Judge was deficient in humor. He pulled out a notebook and ran his eye over a column of figures.

"Just fair," went on the Doctor. "Of course, I'm not buying United Traction at one-fifty-six."

"It's going to two hundred soon," the Judge smiled. "We're going to extend the line before long."

"Indeed!" The Doctor's tone was perfunctorily interested.

"Yes, and for some time the company has been considering the question of uniting the Rockland with the Tarrytown branch. At yesterday's meeting it was decided to run the extension along this part of the old pike, and then through Happy Valley to the other line."

The Doctor raised his eyebrows. "Is that so!"

"Well, it's like this," the Judge went on. "Land along the valley isn't worth much—rocky, you remember, and timbered. I believe three hundred dollars an acre is a bit more than its actual value today. But," he went on, with enthusiasm, "the line will open that country for building. In a year a plan of building lots could be laid out that would bring back a dozen times the first investment. And man alive," he went on, his imagination firing at the mental picture, "we'll fix up a cemetery at the top of the hill, with lots at seventy-five dollars, ten by fifteen feet, and coin money."

"Yes," said the Doctor reflectively. "Who owns the property now?"

"You remember the Wilson boys, Harry and Chuck? Well, Chuck has the place now. He'd jump at three hundred dollars an acre. He's hard up, has a big family and I have a second mortgage on a bit of the place now. If you want to get in on this, we'll buy the whole place if necessary. Tarrytown has to grow and its best way is up the valley."

"How many acres?" The Doctor was making a mental calculation.

"About forty. We can get an option on the place, today, perhaps, and rush the matter through. It will be only a day or so until a new route is published, and after that the land will double at a jump."

The Doctor assented with a nod.

"There's a flicker," he said suddenly, stopping short and catching the Doctor's arm.

"There, on the top rail of that fence. *Flicka—flicka!*"

But at the first throaty call the brown and white bird gave his tail a contemptuous flirt and darted away. They walked on in silence.

"It's much warmer than it was," the Judge said presently, taking off his light overcoat and throwing it over his arm.

"Warm nothing," said the Doctor, doing the same. "We're getting up a little circulation, that's all. But it's a good way to catch cold, becoming overheated, and then cooling rapidly."

"Stuff," said the Judge. Something in the air, the exhilaration of lungs drunk with oxygen, after long abstinence, was bringing back the ghost of boyish buoyancy. "Stuff," he repeated scornfully. "This kind of weather makes the sap run, that's all. Don't you know the first of May is the time to shed shoes and stockings? I'm only thirteen today, and you're—let me see—about two months younger."

A little farther on they came to a path leading over the hill, so they left the road, and followed a faint trail which wound through a tangle of blossoming bushes to the brow of a hill. The Doctor tore a three-cornered hole in his trousers, but he bore it philosophically.

"Thirteen wouldn't feel natural without a three-cornered snag somewhere," he said, disentangling the brier. "Have you got a pin?"

The Judge chuckled, and the next instant scratched his hand on the thorn of a berry bush. He stopped, holding out the injured member gingerly.

"It hurts like the mischief," he said. "Haven't got your pocket emergency case with you, I suppose. What will I do with it?"

"Spit on it and tie it up with your handkerchief," was the unsympathetic answer.

"That's so, that's so," the Judge laughed. "I'd forgotten. We've never even heard of blood-poisoning, have we, Cal?"

At the top of the hill the Doctor balked.

"By Jove, that's steep," he said, looking down. "If I once start down there, with my weight, I'll go crashing to the bottom."

"Roll down," said the Judge, heavily facetious.

The Doctor ignored him. "Go ahead," he said resignedly. "Get started, and if I seem to be gaining too much headway you can check me up a bit."

The Judge went warily down the hill a few yards and waited. With the utmost caution the Doctor followed, but his step soon became a run, and then a wild slide with an occasional leap, until the bottom was reached.

"I'm melted," said the Doctor, as the Judge joined him, and he shed his coat and put it with the overcoat over his arm.

"It's the warmest first of May I ever remember." The Judge took off his coat too, and both men climbed awkwardly over a fence. Before them a small creek took its undecisive course through the meadow. On the bank a boy was fishing for chubs, and he wore both shoes and stockings. The Judge looked at him sternly.

"Johnny, don't you know this is the first of May? What are you doing with shoes and stockings on?"

"Fishin'," was the laconic answer.

"Come on," said the Doctor. "You can't fight him. He's littler than you. Say, boy," he turned to the fisherman, "I'll bet you never have any Indian fights around here."

"Bet we do." The boy was aroused from his apathy. "Why me an' Sandy Mackintyre an'——"

"Sandy and I," corrected the Judge.

"Me and Sandy's good enough." The Doctor's eye was threatening. "Where's your fort?"

"Over there." The boy pointed across the valley to where, on the side of the opposite hill, three huge gray pieces of granite formed a triangular enclosure.

"I thought so," said the Doctor triumphantly. "Come over and bring that spade you've been digging bait with. I buried something over there once, a good many——"

They jumped the creek, the Judge a bit stiffly, the Doctor ponderously, while the boy landed lightly beside them. At the group of stones the Doctor paused and looked inquiringly about him.

"Was it this corner?"

"It was," said the Judge solemnly. "In that corner Big Bear, the Sioux, and John Calhoun, the argus-eyed scout of the prairie, smoked the pipe of peace and buried the tomahawk. It's a good while ago, Cal. I expect there's nothing there."

But the Doctor's spade had not dug deep through the layers of moist leaves and mouldering acorns before it encountered the rotting remnants of a wooden box. The Doctor lifted a few spadesful of earth with which it was filled and spread them on the grass. Before them lay the rusted hand of a small iron hatchet, and beside it, dried and shriveled, the bowl of a corncob pipe.

The two men looked at the relics of a long-ago boyhood with faces suddenly sober. Then the Doctor gently laid them back and shoveled the earth over them, tramping it into place again. The Judge coughed and blew his nose.

"That's funny, isn't it?" said the boy. "But what are you buryin' them again for?"

The farmer looked reminiscently down the valley below. "Do you mind that day we buried your father's hatchet, Cal, and the fuss there was about it?" he asked

"You'll understand sometime," said the Doctor. "If you ever remember this when you're a man, with a man's responsibilities and cares, you'll find you can dig up your boyhood for a while, but you have to bury it again."

The boy nodded, uncomprehendingly, and picking up his spade went whistling back to the brook, while the men went slowly down the valley.

"Here," said the Judge suddenly. "If you think so much of your circulation, I'll beat you to that brook down there."

"Jump too?" asked the Doctor doubtfully.

"Jump too." They lined up, taking off their stiff hats and leaving them stacked with their overcoats and coats on the grass.

"One–two–three–go!" the Doctor counted, and the race was on. Chances were even for half the distance, then the Judge slowly forged ahead. At the jump over the creek the Doctor stopped, hopelessly beaten, but his adversary took a flying jump and landed on the other bank, where, to the Doctor's speechless mirth, the top wire of a nearly invisible wire fence caught the Judge amidships, and held him, ingloriously balanced and helplessly raging. When at last he found his feet and turned an outraged face toward the Doctor, that gentleman was sitting in a convulsed heap on the opposite bank, his portly shoulders shaking, tears of laughter on his cheeks.

"That I should have lived to see it," he groaned. "Actually seen it! The Judge of the Court of Common Pleas in his wonderful slack wire act."

"I'm glad I amused you," said the Judge dryly. "Anyhow, you can't run, Cal. You never could run. You were always too fat."

"I'll bet I can throw you," said the Doctor eagerly, but the Judge had started back to where an inquisitive cow was investigating their coats.

When he came back the Doctor looked at his watch and closed it with a snap.

"Too late," he said disappointedly. "If I'm to get home for evening office hours we'll have to get on down the valley."

To their left a narrow road climbed to the top of the hill, and they moved slowly toward it. When they reached the head of the lane they were breathing rather heavily, and the Doctor's collar was drooping. The Judge stopped to put on his coat, brushing away with a well-cared-for hand the bits of leaves that clung to it. The Doctor dusted his trousers knees and wiped his patent leather shoes, suddenly aware that one of them had shown its resentment by bursting out in a lamentably obvious rent.

"It's growing colder," said the Judge, as they came into view of the house, a square white building without porch or bay window to break its flat ugliness. The Judge wiped his glasses and surveyed the premises.

"Chuck lost a boy in the war," he said irrelevantly.

To their left a man was slowly following a half dozen cows. As they gathered at the bars he hurried forward and let them out. Then he saw the two men.

"Well, Judge," he called, stepping over the last bar and coming toward them, "I surely didn't look to see you around here. Some ways from home, aren't you?"

His quick eyes, under the faded eyebrows, had been scanning the Doctor's portly lines.

"Upon my word," he said slowly, "I believe it's Cal."

"It is," said the Doctor. "That's just who it is, Chuck. We came, ——" then he stopped.

"We were taking a walk," said the Judge lamely. "We thought we'd like to see the old fort, and the ——"

"Yes, the old fort's still there." The farmer straightened his bent shoulders under his faded shirt, and looked reminiscently down at the valley below. "Do you mind that day we buried your father's hatchet, [*Continued on page 14*

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

ASIDE from the fact that the Buick Motor Company is the only manufacturer of fine motor cars to have produced one million automobiles, nothing has a stronger bearing on this achievement than the response of the owner to Buick offerings season after season. Because of his judgment, to the owner should go the major part of the credit for this accomplishment.

After all, as pretentious as a manufacturer's plans may be, they cannot be brought to a successful realization unless the owner finds unusual merit and value in what the manufacturer has to sell.

That Buick has been able to keep in advance of the general trend of motor car design and to anticipate the demands of the owner, is true. But that of itself would be of little concern had it not won the owner's approval.

And so as we look back over the production of a million Buicks, we are indeed thankful that Buick has held to the same policies and principles for twenty years and we are doubly thankful for the support which the public has given us in our effort to produce the best cars of which we are capable.

THAT is our feeling as we leave the million mark behind. We think of that part of the Buick Creed which says, "Buick reputation, so pre-eminently firm and fair, was not won by chance, but is due to the policy established with the production of the first Buick car—that of giving the owner the maximum of service for the minimum of cost."

Our thought is taken back to the first Buick and the determination to build every Buick so that it would give the maximum of that service for which it was intended. And then our reflection leads us on through the different cars that have followed. As we see the improvements made year after year and the increasing number manufactured and sold each season, we realize that Buick has gained and maintained the confidence of the motoring public through the production of a million cars.

To us, at Buick, that is of great significance. It indicates the things that have been done in the past, but more especially it tells us what must be done in the future in order that Buick prestige be continued high and worthy.

We do not think of the million-mark as a goal reached. Rather we consider it as a guide-post along the way, advising us that we are going in the right direction and urging us to keep on and on.

And so, in viewing the production of our millionth car, we do not see anything that might cause us to sit back and admire the laurels already won. We accept our achievement as a challenge to produce better cars, in that we may give every Buick owner a little more value, a little more service, a little more motoring pleasure than our record may reasonably lead him to expect.

THE production of a million cars of Buick quality is also of significance to the automotive industry. That it has been possible to make and sell so many good cars shows at once that the industry is in a healthy state. Such a production by an acknowledged leader can have nothing but a stabilizing and beneficial influence on the industry as a whole.

Just as Buick has worked in the interest of the owner, so has Buick worked in the interest of the industry. Buick, for instance, has set an excellent example in its relations with the dealer, treating him fairly and faithfully.

Of the many things that Buick has contributed to the motor world, perhaps nothing has been more important than illustrating the fact that if a manufacturer is to succeed it must be on the basis of serving the owner, not in any one year, but season after season. Buick was among the first to explain that an owner did not buy a car for the car's sake, but rather for the transportation the car would deliver. The owner made an investment and it was the duty of the manufacturer to see that the owner enjoyed the uninterrupted use of his investment.

IT is with pride that we point to the great dealer organization as the channel through which one million Buick cars have passed. Without the co-operation of the dealer, many Buick owners would have been denied the pleasure and profit of Buick transportation.

We have thought of the dealer not so much as a salesman as a service representative. Because Buick automobiles have always been cars that the owner liked, they have been excellent cars to handle. And because Buick cars have been good cars, the need for Buick service has been the exception rather than the rule. But this great service organization stands, like an insurance policy, protecting the interests of the owner.

Dealers have made it easy for Buick to distribute one million cars. And large production has enabled Buick to do many things in return that could not otherwise have been done.

We have passed on to each customer the benefits of others' experience plus our own. The best practices and best methods have been made common to all.

So the passing of the million mark is of significance to the dealer. He can see reflected in it his own efforts in trying to make every owner glad that he bought a Buick. He can see in it the promise of continued co-operation, of even more intimate contact with the Buick factory organization. And in visualizing what the production of a million cars means, he can appreciate how closely wrapped are the interests of owner, dealer and manufacturer. What has been good for one, has been good for all.

THE owner, too, understands the significance of the Buick production achievement. He can sense its importance every time he takes the wheel of his Buick, every time he comes in touch with a Buick Authorized Service Station, in his own community or on tour hundreds of miles away. It is all summed up in the recognized value of his investment in personal transportation.

The first million Buick cars have done many things—things that have made interesting history. But, to us, their individual accomplishments have combined to build for Buick a reputation, which is at once both a valuable asset and a responsibility.

That this responsibility does not rest lightly on our shoulders, goes without saying. We have but to refer again to the Buick Creed, which reads, "No matter what its price, a Buick car must and will give the maximum of that service for which it was intended, and must bear its proportion of the responsibility of maintaining that high prestige which Buicks have attained."

This shows the first Buick plant of the present factory, with the main office of the early days in front. The present factory stretches back of this plant a mile and a half, taking in the area covered by the open country in the photograph. The office building has been replaced by a structure which is many times the size of the original

# Why Buick Sales Have Passed the Million Mark

THE whole history of the vast Buick organization is reflected in the fact that the production of Buick cars has now passed the million mark. This outstanding milestone in a long and notable record of achievement has been reached because broad vision and sound principles have been closely linked from the outset. Every detail of manufacture, sales and service has contributed its share to the success typified by the production of the millionth car.

The sound engineering principles, on which Buicks are built, were recognized by the motoring public with the appearance of the first cars twenty years ago. They found an instantaneous market, and a steadily increasing demand for the cars developed. This entailed expansion of manufacturing facilities in order to keep pace with the need for greater production, and the nucleus of the factory at Flint was rapidly surrounded by other plants until the immense organization of today, covering an area a mile and a half long and from two to four city blocks wide, was evolved.

But neither the growth of the factory nor the development of the car was in any way haphazard. Both resulted from strict adherence to policies which were basically broad and sound, so that it is possible to trace an unbroken record of expansion and improvement from the days of the first Buicks down to the present time.

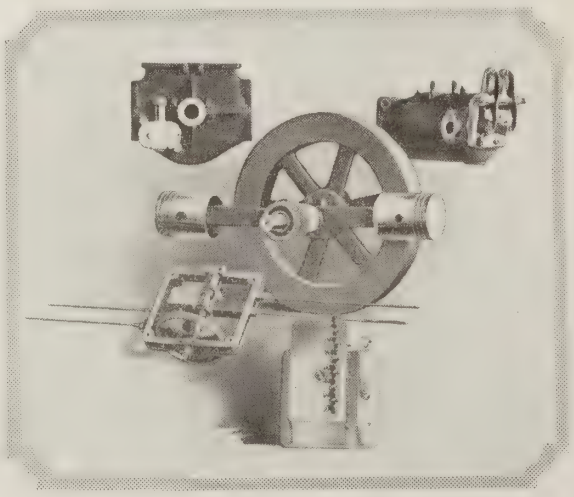
Season after season one dominant plan can be seen behind Buick growth and popularity; that is the building of a motor car to satisfy the majority of the motoring public and furnishing each individual owner with a sound investment in uninterrupted personal transportation.

Sales and service policies have been fully in keeping with the excellence of the car and the extensive manufacturing facilities, and all have combined to give increased quality and value to the owner.

The motor alone bears outstanding testimony to the manner in which sound principles have been adopted and then strictly adhered to, with constant and steady improvement and development.

Here we see the first pair of valve cages made for the first Buick motor, which was of the Valve-in-Head type. What twenty years' strict adherence to the same principles of motor design has meant to the development of the motor is reflected in the refinement of the valve cages of today

To grasp the significance of this it should be realized that all internal combustion motors are heat engines. A gallon of gasoline represents so many heat units and the greater percentage of heat units that can be converted into actual working power, the greater will be the efficiency and economy of the motor. It is impractical to use all the heat, however, and cooling is necessary, which is generally effected by means of water jackets. The construction of a Valve-in-Head motor requires a minimum of water-jacketing as compared to L-head and T-head motors. This makes possible a smaller and more compact combustion chamber, quicker ignition of charges and a smaller loss of heat or, in other words, more power with less gasoline consumption.



This view shows important units of the first Buick Valve-in-Head motor, which was of the two-cylinder double-opposed type

These advantages were recognized from the first by Buick engineers and their application to motor car building proved an immediate success. This same principle in motor car construction has been faithfully followed throughout Buick history, with ever increasing improvements, until the present compact and efficient motor was developed.

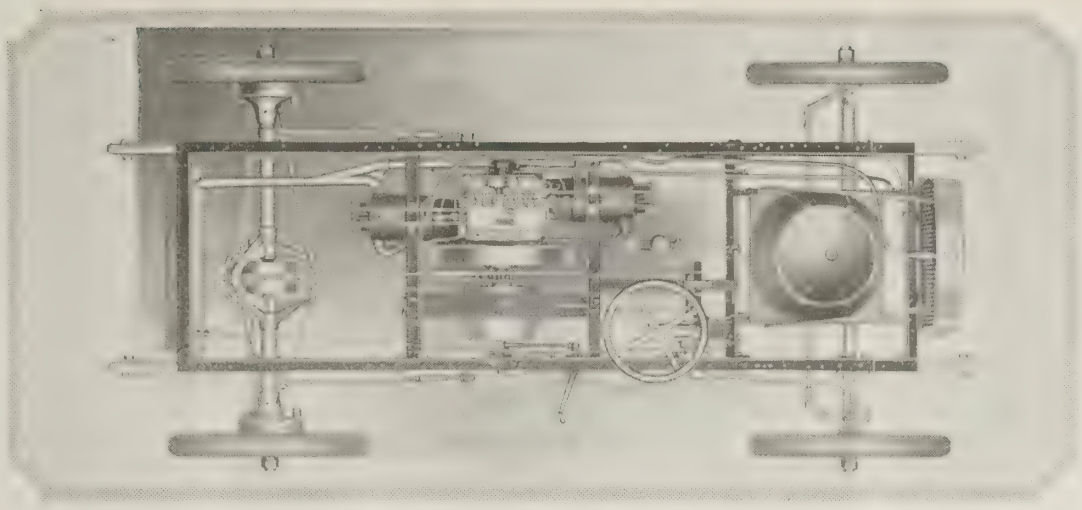
With the recognition of the correct principle in motor car design arose the problem of applying it to a car and manufacturing a correctly related chassis in the most efficient manner possible. These problems were met carefully and scientifically with the result that the basis was laid for the subsequent development of the Buick to the present high standard which gives it a dominant place in the motor car world.

The Buick organization grew with the Buick car and under the same well-planned direction. Experts in every phase of the motor car industry were attracted to the organization and have remained with it, applying long practical experience with high technical skill to the constant improvement of a car capable of meeting the strictest requirements of the motorist. Specialists in design and manufacturing methods have been with Buick since the early days, studying, directing, improving and perfecting plant and product in a manner that is strikingly reflected in every one of the fifteen current models.

The factory too reflects the sound principles which are the basis of Buick success. As Buick popularity grew, more and more factories were added to the original plant in an effort to keep up with the demand. Each of them was designed to form an integral part of the organization as a whole. Each formed a

new step in the system of progressive manufacture and was planned to deal with some particular phase of construction so that now each operation in the making of a Buick naturally follows the preceding one, eliminating delay and reducing lost motion to a minimum.

Every plant is on the same level of efficiency as the organization as a whole, with a consequent uniformity and high quality in each part of the completed car.



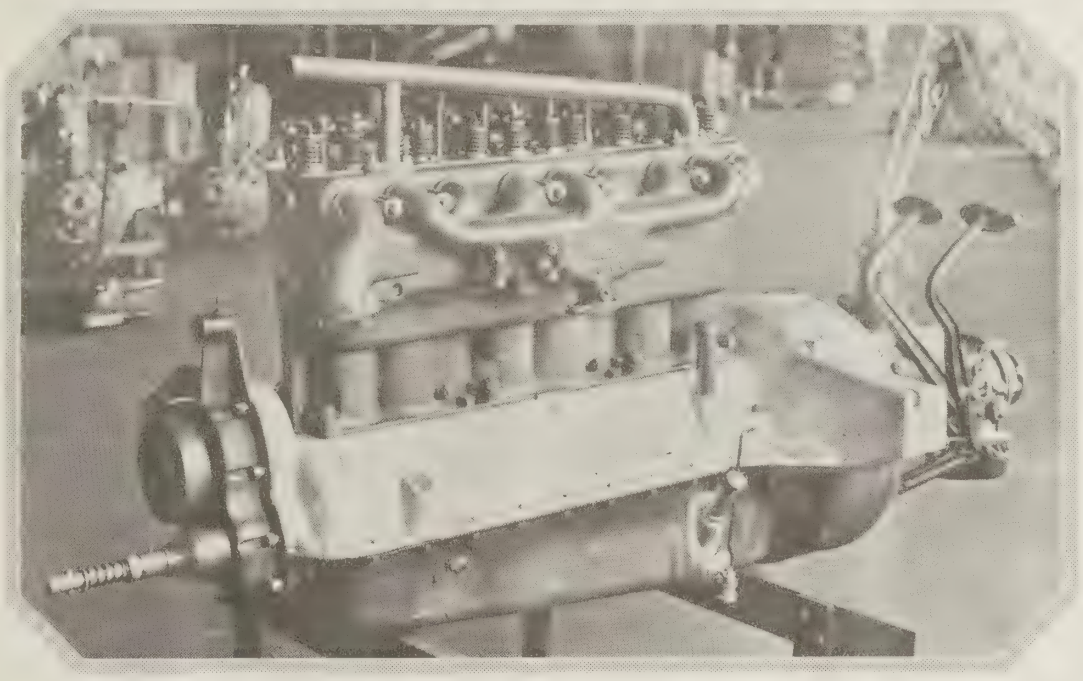
And th s shows the completed chassis of the first Buick car, with the motor in place in the center. Carefully built, it made a successful foundation on which the million Buicks that have followed were developed

Buick realizes the importance of designing and constructing each part with the car as a whole as the guiding principle. Each development is backed by broad experience of the most practical nature and the result is a balance and proportion evidenced in Buick performance and durability.

With every possible attention given to the production of Buicks, the necessity for maintaining co-operative and courteous relations with the owners has not been overlooked. As a result there has grown up an organization that not only comprises the factory at Flint but a selling and service force throughout the country. Here, as in the manufacturing side of the organization, men of the highest caliber have been attracted to Buick and have remained with it for long periods. The stability of Buick is reflected in the dealers who represent it.

The Buick reputation alone wins an enviable reputation for its representative in any community and leads him to plan his business on sound, permanent lines and to build for the future by giving Buick owners the utmost in service at all times. How well and widely this policy has been carried out is evidenced by the fact that sales are now past the million point. Buick owners have replaced their first Buicks with other Buicks because the qualities of the car gave them the utmost satisfaction.

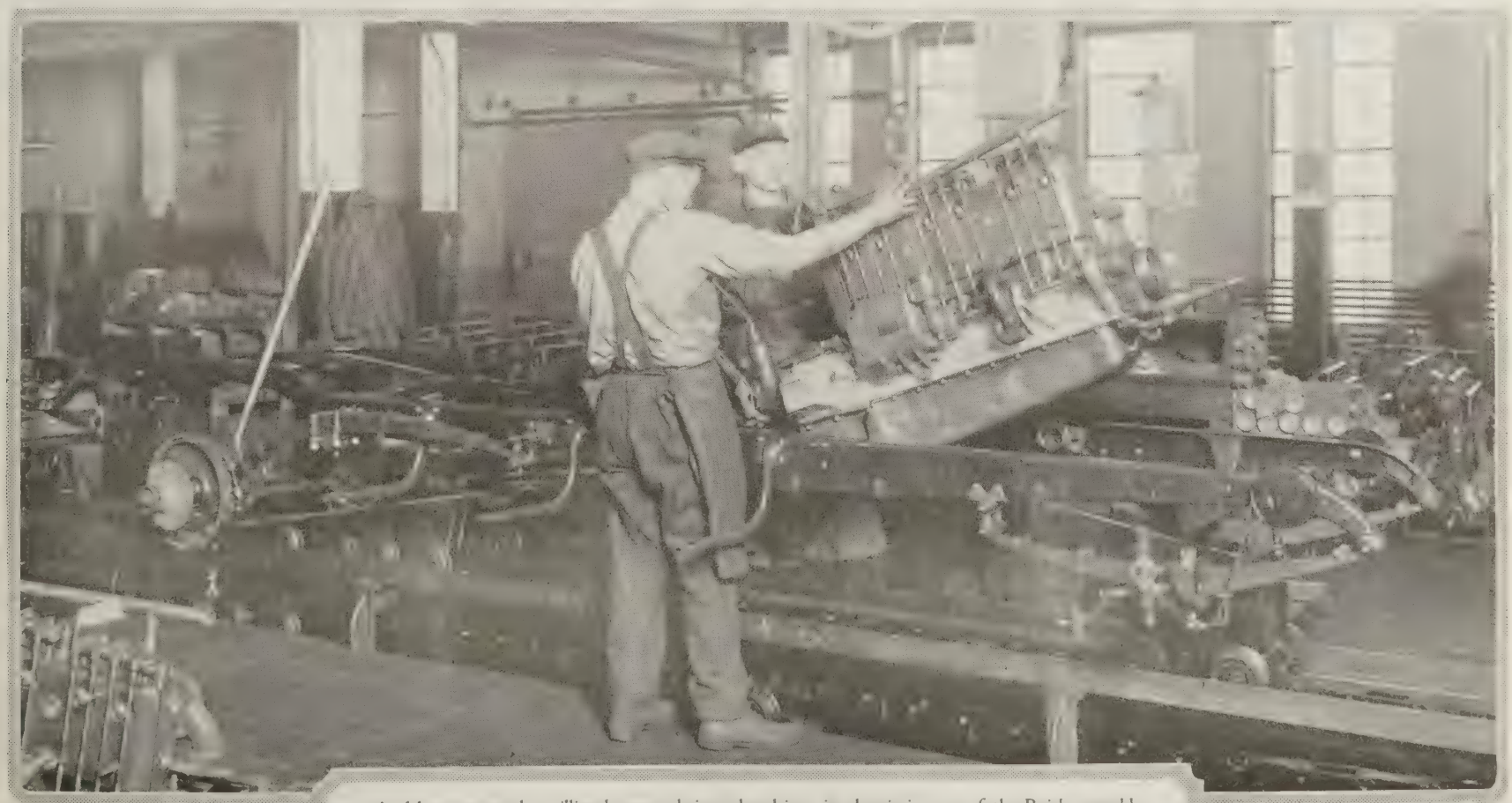
Authorized service, too, has played an important part in bringing sales past the million point. It has developed steadily until it covers the country, and although Buick owners seldom require it, they know that they are seldom beyond its reach. Not only does it assure them of expert care of their cars but if replacements are necessary they know that they will be made with genuine Buick parts and the quality of the car maintained.



This is the one-millionth motor, six cylinders, Valve-in-Head type. It is the latest product of more than twenty years' experience and study in building motors of its type

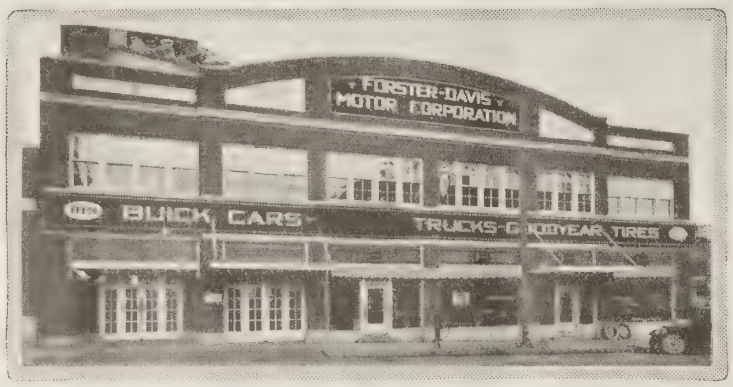
That is why every Buick owner can give a sound and adequate reason why Buick sales now exceed a million, but as a matter of fact the real secret of this imposing record is grounded on the combination of several equally important points.

Behind all is the basic correctness of the Buick motor and every other part of the car developed to the highest point that engineering and technical skill has yet made possible.



And here we see the millionth motor being placed into its chassis in one of the Buick assembly plants, which is striking in comparison with the chassis of the first Buick

# Factory and Sales Organizations Combine




Concentration on service is the policy of the Forster-Davis Motor Corporation at Tulsa, Oklahoma

DEMAND for Buick cars, which has brought sales to the million point has required constant expansion of the factory behind the car.

That is why the various plants at Flint now occupy an area more than a mile and a half long and from two to four city blocks wide. They represent the highest development in the art of motor car manufacture and are equipped to handle every detail of construction with the utmost speed and precision.

But Buick reputation by no means rests on its mammoth modern factories alone. Its sales and service stations in every part of the country are

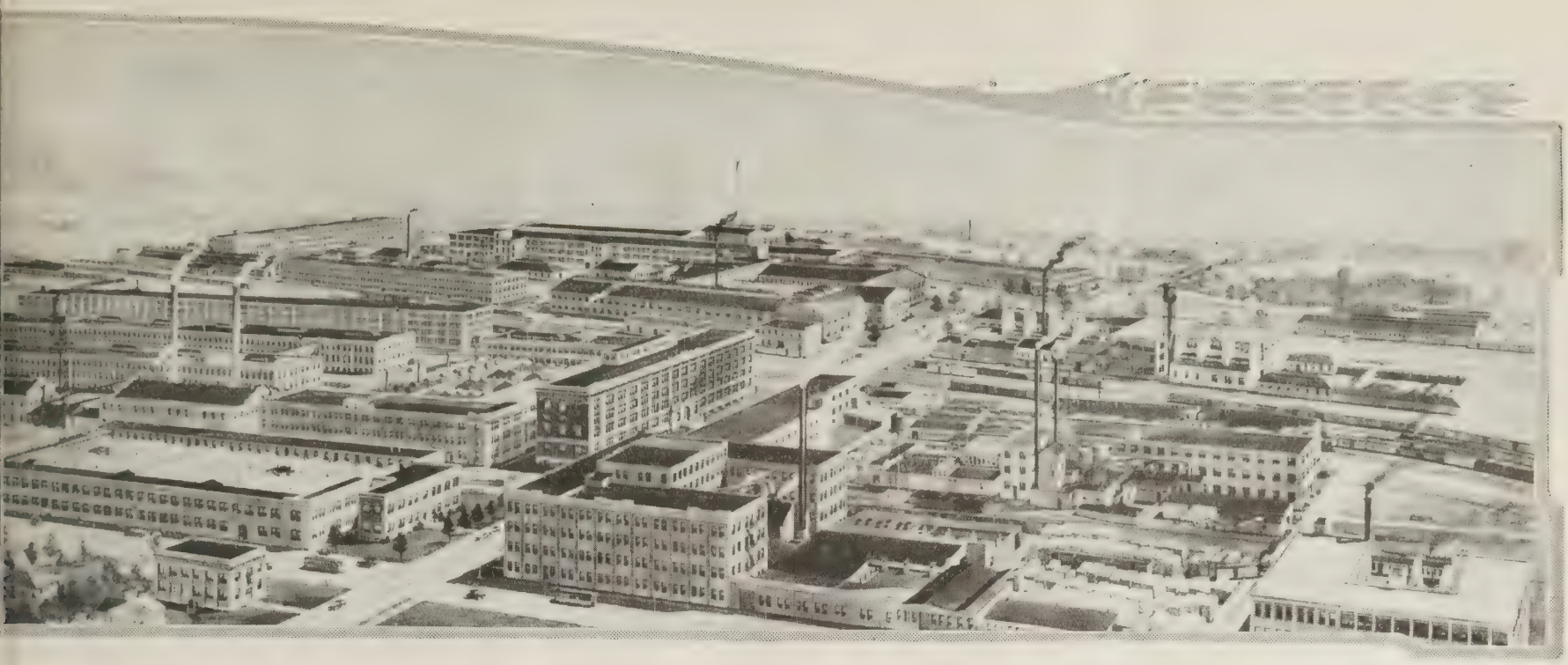
The Noyes-Buick Company at Boston serves the New England States from this modern and well equipped building

In Cordele, Georgia, Buick is fittingly represented by S. L. Ryals, whose sales and service station is shown here

AUTHORIZED Buick SERVICE

The Idaho Motor Company, Bu
prepared to look aft

Truly representative of the high quality of the Buick sales and service organization is the new showroom of the Buick Memphis branch which was opened recently. More than 1500 persons visited the building in four days and all c
assembled in Memphis. They were given



# in Bringing Buick Sales to Million Mark

equally typical of the high quality built into every car. Everywhere Buick is represented by dealers who are leaders in their communities. The pride which they take in Buick is reflected in the buildings which they occupy.

Whether in the small community or the metropolitan center, Buick dealers' buildings, like the few illustrated on these pages, are in keeping with their surroundings and are equipped to give the Buick owner full and complete service. The fact that sales have totalled a million is striking testimony to the satisfaction which both factory and service organizations have given

This is the fine building of the Stephens Auto Company, Buick dealers at Porterville, California

ers at Idaho Falls, Idaho, are well
terests of Buick owners

AUTHORIZED Buick SERVICE

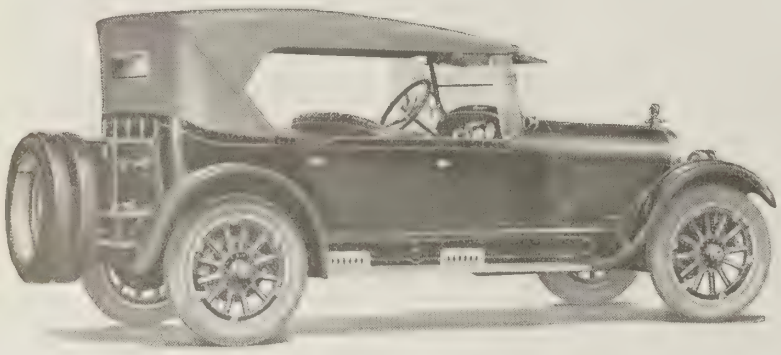
The Lewiston Buick Company of Lewiston, Maine, is well equipped for service and sales work

This is the new showroom and service station of the J. W. Richley Auto Company, Buick dealers in York, Pennsylvania

he automobile display to be the best ever
tunity to see in detail the service which the branch is prepared to give. All the Buick models were artistically displayed so that the visitors were able to make a careful inspection of them and officials were present to give explanations

# Million Car Production Enables Buick to Offer

*NEVER* has a motorist been so privileged to be so exacting in the choice of a Buick as in the present season. Fifteen different passenger models, both sixes and fours, covering the widest sort of range, are included in the line for 1923. Each is designed to meet particular motoring needs. Each is an outstanding value. This achievement in anticipating what the motoring public desires in a vehicle is attributed to the fact that Buick has been working along steadily on a production schedule that has made possible the building of one million motor cars in twenty years.

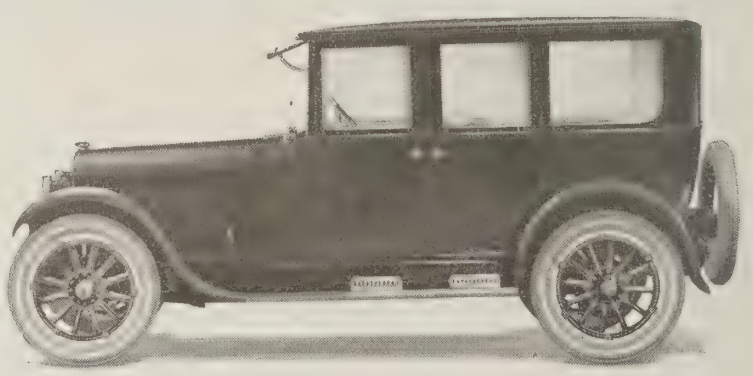


**The Four-Passenger Six Sport Touring $1675**

This model is an enlarged edition of the striking Roadster, beautiful in appearance, rich in contrasting colors, spirited and eager in performance, but with increased carrying capacity. It combines all of its good qualities with the traditional Buick performance, which has been established through twenty years

**The Five-Passenger Six Touring Sedan $1935**

This Touring Sedan is a delightful car to drive, so easily does the clutch operate, so simple are the controls and so quickly does it respond to the slightest touch. Both men and women know that they can expect the same dependable and flawless performance that for twenty years has marked all Buick cars

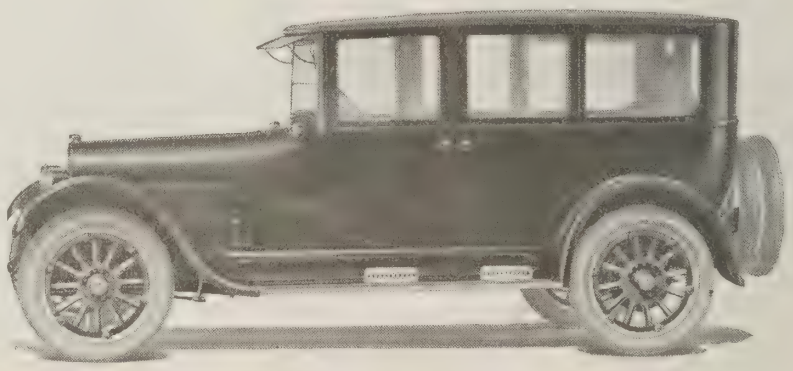


**The Five-Passenger Six Sedan $1985**

Beautiful to look upon, the Buick five-passenger six-cylinder Sedan is equally comfortable to ride in and to drive. It is the ideal closed vehicle for every kind of family motoring. The experience gained in building one million Buicks is reflected in its quiet, flexible and enduring performance day after day

**The Five-Passenger Six Touring $1195**

The famous Buick five-passenger, six-cylinder open model today, as in past years, sets the standard of automobile value. It is the motor car by which others are judged because in the long procession of a million Buick cars, it has come to represent the best of each year's development in mechanical refinements

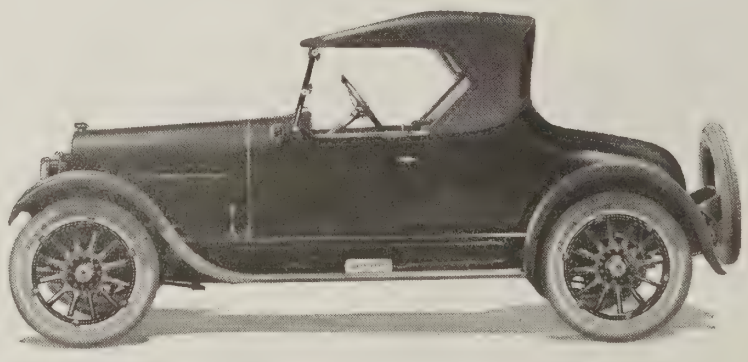


**The Seven-Passenger Six Sedan $2195**

In appearance and in fact, this big Buick Sedan reflects the best practices in mechanical craftsmanship and coachwork that it has been possible to develop through the many years in which Buick has built a million cars. In every detail it is a fine example of what has made Buick the Standard of Comparison

**The Four-Passenger Six Coupe $1895**

Closed car comfort and driving convenience are perfectly satisfied in this luxurious Buick Coupe for four passengers. In size, in accommodations and in sheer performance ability, it is most generous because it is founded on the development that has taken place during the building of one million Buick cars



**The Two-Passenger Six Roadster $1175**

Conservative in line and color, refined in every detail of comfort and convenience, powerful beyond the demands of service, this Model 44 Roadster has for many seasons enjoyed a prestige well-deserved. For 1923 this car is even more desirable because it is a still better motor car in appearance and performance

# Complete Line of Fifteen Different Motor Cars

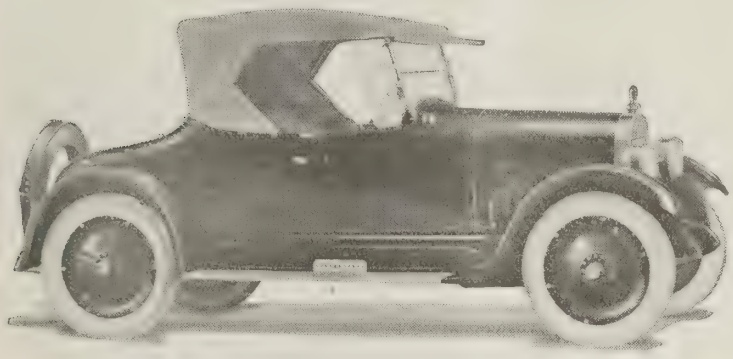
### The Seven-Passenger Six Touring $1435

For many years this Buick Touring has been popular for its fine appearance as well as for its roominess and power. This season it shows decided refinement in all these respects. It maintains in every way the traditional Buick excellence that has been established while Buick has been building a million motor vehicles

### The Three-Passenger Six Sport Roadster $1625

As strikingly beautiful as it is luxuriously appointed, this Sport Roadster brings new zest to motoring. Not in all of Buick's twenty years has there been a Roadster so fine. And because it is built on the large chassis, speed and power beyond the average are added to its list of merits

*Wire wheels optional at extra cost*



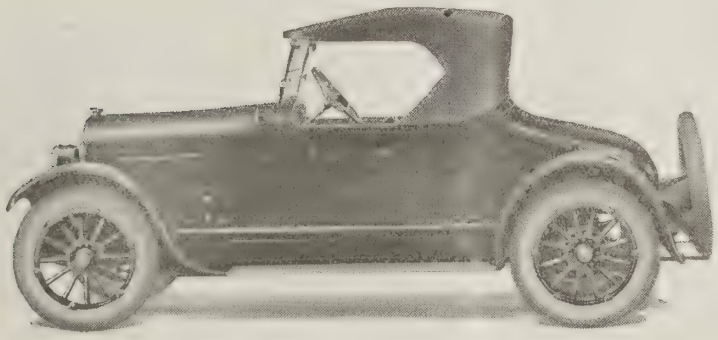
### The Two-Passenger Four Sport Roadster $1025

The refreshing originality and dashing appearance of this Sport Roadster has won the hearts of men and women everywhere. They marvel that such a wealth of brilliant style and sparkling beauty can be offered at its extremely low price. But Buick has profited by the experience gained in building a million cars

*Tuarc wheels optional at extra cost*

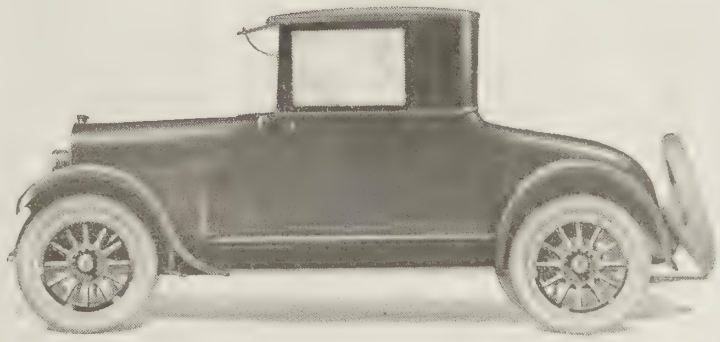
### The Five-Passenger Four Sedan $1395

Everywhere this Buick Four Sedan, with its lustrous finish, beautiful interior and modest price, is the center of attraction. It is at once dignified and conservative, correct and smart in style. When you sit at the wheel you, too, cannot help approving the many innovations that please the fortunate owner



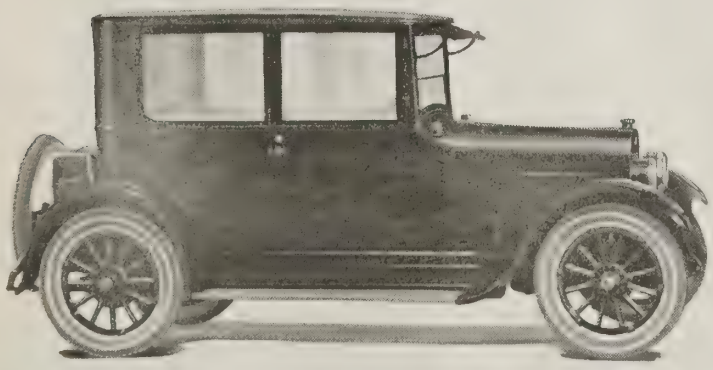
### The Two-Passenger Four Roadster $865

The Buick Four Roadster compares most favorably with the Six Roadster. It has a long and graceful body, a low and shapely top, a high radiator and hood line. Fitted with the finest of four-cylinder mechanisms, it is, in fact, eminently practical. It is distinguished for its power, ability and its equipment



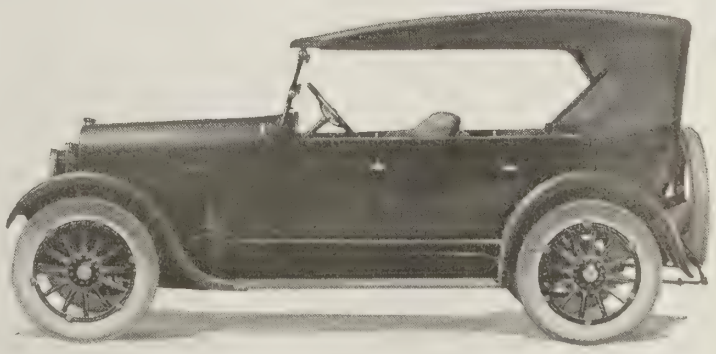
### The Three-Passenger Four Coupe $1175

Bringing comforts and refinements heretofore found only in costly closed cars, this Buick model meets a need which for years has gone unattended. In the midst of the progress that has been made in building a million cars, this Buick Coupe retains the time-proven Buick fundamentals of reliability and ruggedness



### The Five-Passenger Four Touring Sedan $1325

This handsome Touring Sedan has a metal-sheathed body, and every one of its details is designed with the definite idea of contributing to the comfort and convenience of the car as a touring vehicle, primarily. It is generous in its proportions, generous in its power and ability, and generous in its unusual value



### The Five-Passenger Four Touring $885

A large proportion of the million cars Buick has built were Fours. This model, in every respect, eclipses the records that have been made in the past. Mechanically and in point of comfort and convenience, it presents many improvements. The sum of all of its advantages is an unmatched value in a four-cylinder car

# Buick's Million Sales Make Possible the High

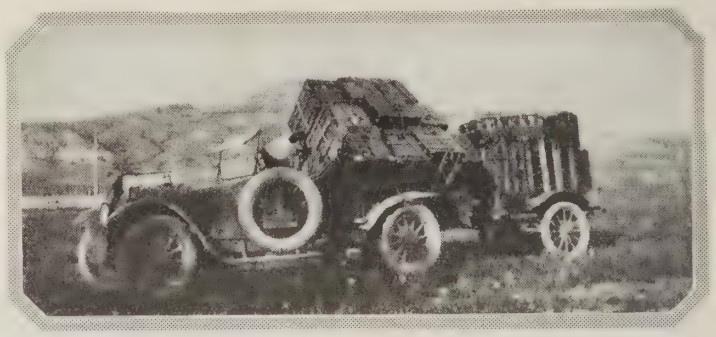
ONE of the basic reasons for the satisfaction which Buicks have given, and are giving, to individual owners lies in the very fact that sales have passed the million mark.

The immense demand for Buick models has made it possible to do many things for the benefit of the individual motorist. It has resulted in the steady development of huge plants at Flint, equipped to perform every detail of motor car construction with the utmost care and precision. It has made it possible to gather together an experienced body of skilled workers in every department and to retain them over a long period so that their whole interest is bound up in maintaining Buick standards. And it has insured that a maximum of quality and serviceability are built into every Buick car placed on the market.

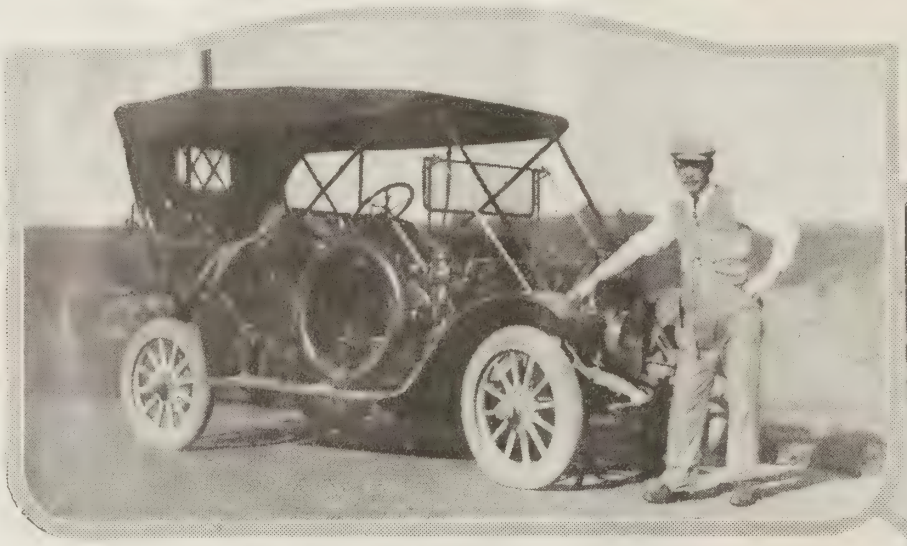
This has been speedily recognized by an ever-increasing motoring public and even the huge production, which has passed the million point, has been inadequate to the demand.

The motorist knows that every Buick model embodies the Buick standards of high quality, durability and correct design and Buick ability to meet all sorts of adverse conditions has been attested by thousands of owners, who have found that Buick measures up to every reasonable demand made on it

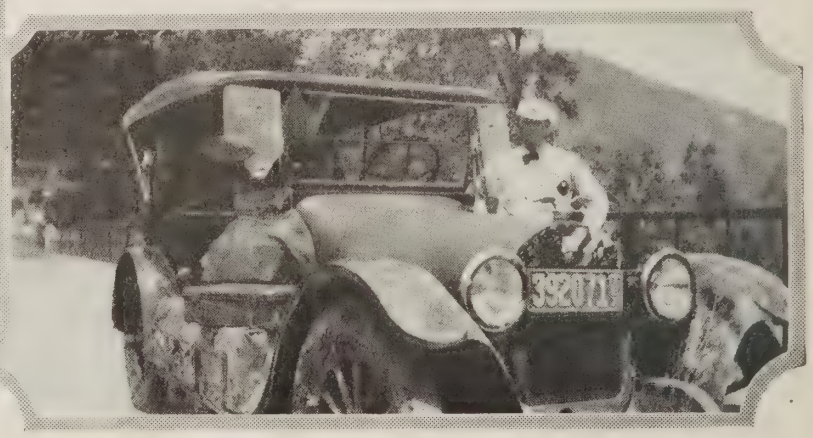
THIS photograph shows Mr. J. E. Lyon, salesman for Hume Grocer Company, of Muskegon, Michigan, with his Model 23-Four-34 Buick, which has been driven 17,902 miles in eight months under all conditions at a very small expense



THIS picture shows a seven-passenger Buick in service on the Deadwood Stage Line between Deadwood and Spearfish, South Dakota. The car was purchased by Mr. R. L. Todd, the proprietor, in 1918. It had been driven 150,000 miles when the body was destroyed in a fire. A truck body was built on it and it is now hauling baggage. It appears here on a mountain road with many twelve per cent grades. It is carrying 24 trunks and 24 suitcases



ENTHUSIASM of Buick owners has been notable from the outset of the company's long career, and has increased as each new model was produced. Mr. W. W. Burbank, of Altoona, Pennsylvania, is shown here with the Buick which he owned in 1910. He is 82 years old now and is driving his third Buick



RELIABLE service under extraordinary conditions has strengthened the enthusiasm of H. Johnson Bush, Huntsville, Alabama, for Buick. He crossed a mountain range in North Carolina over roads that were thought to be impassable, without damaging the car in the slightest. "As long as I am able to have a car, Buick will be my choice," he writes

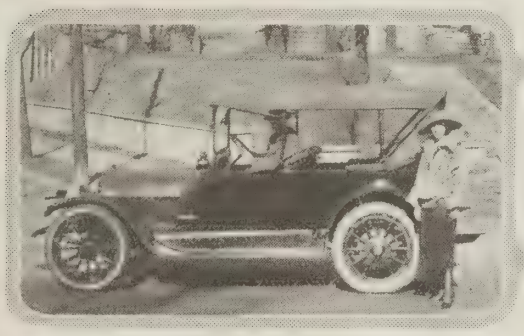
"WE use Buick cars only," is the slogan of the City Taxi Company, of Johnson City, Tennessee, whose fleet of cabs is shown here. The service given by the Buicks has been so satisfactory that the company intends to add others to its fleet as business increases

# Standards Embodied in Every Buick Model

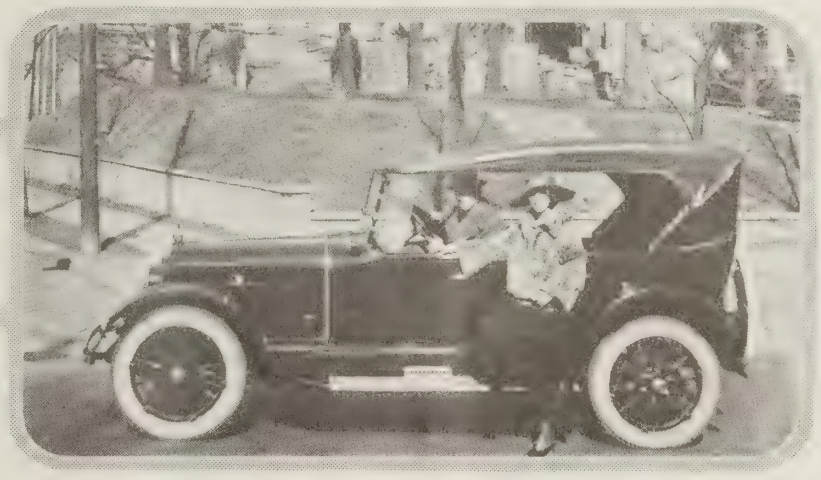
ENJOYABLE tours, which Buick makes possible, account largely for the popularity which has brought sales to the million point. Mr. and Mrs. C. W. Jackman, of Coney Island, are shown in the picture with their Buick at St. Petersburg, Florida

ONE of the chief reasons why Buick sales have reached the million point is given by Mr. E. C. Nettels, traffic manager of the Postum Cereal Company, Battle Creek, Michigan, shown here with his car. "Buick takes you there when you want to go and you can depend on getting back," he says

BECAUSE only another Buick can satisfy a Buick owner, sales have climbed steadily until they reached the million mark. Dr. C. S. Gorsline, of Battle Creek, Michigan, bought his first Buick in 1909 and has owned several since then



WOMEN Buick owners, too, are only satisfied with another Buick. This shows Miss Laura Taylor, of Birmingham, Alabama, with her 1912 Buick



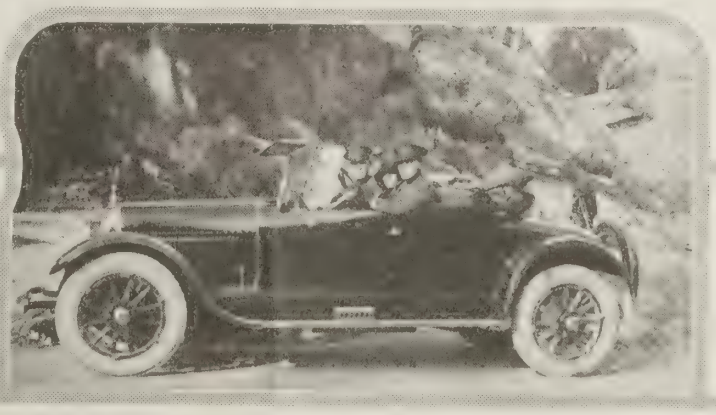
THIS is Miss Taylor with her 23-Six-45 Buick with which she replaced the former model. It has proved a worthy successor, she declares

VALVE-IN-HEAD Buick MOTOR CARS

VALVE-IN-HEAD Buick MOTOR CARS

WHEN several members of one family each buy a Buick the genuine satisfaction with the qualities of the car is apparent. The Wilson family, of Wausau, Wisconsin, are firm believers in Buick. In this photograph are shown Mr. George R. Wilson, Mr. Perry M. Wilson, Miss Florence Wilson and Mr. Edgar Wilson, beside the cars they own

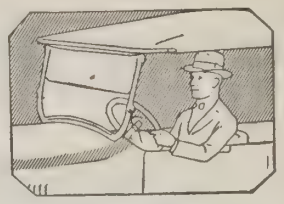
BUICK ability to meet hard and unusual service is another reason why the million mark in sales has been reached. This Buick was purchased by Mr. J. J. Phelan (left), from Mr. George Waterman (right), head of Waterman Bros., Fresno, California, dealers. It is driven 153 miles each day, carrying a dead weight of a half a ton of newspapers. Despite this steady grind, the car never being left in the garage, the Buick looks as good and runs as well as ever



MORE than 5,000 miles in ten weeks with the body, fenders and chassis all as tight and free from rattles as when the car was first bought, is the record of this Buick 23-Six-54, owned by Major William D. Grant, Air Service, O. R. C., president of the Christiana, Pennsylvania, Chamber of Commerce. Mrs. Grant, Major Grant and First Lieutenant James Mollison are shown here on a visit to the Devil's Den on the battlefield of Gettysburg

# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars



## Caring for the Buick Electrical System

THE development of the Buick electrical system to its present high state has reduced to a minimum the care and work necessary to insure positive operation and the long life of the battery.

Everything has been done to make what attention that is required as simple and easy as possible. The system should be lubricated about every 500 miles. This is sufficient to keep it well lubricated.

A few drops of oil should be squirted into the oilers for the front and rear generator bearings. In order to keep dust and dirt out of the oilers, they are covered by spring caps, which can be easily lifted up by the tip of the oil can. It is also advisable to place a few drops of motor oil in the holes provided in the starter sliding gear cover and, in the case of the six-cylinder models, in the brackets carrying the starter cross shaft. On the Buick Six motor there is also an oil hole in a bearing in the rear end of the frame of the generator through which the brush operating shaft slides.

With the Alemite grease gun, which is furnished with the car, a little grease can be readily forced into the Alemite oiler on the end of the starter sliding gear shaft. On six-cylinder motors, this particular oiler is on the front of the right engine arm and on the four-cylinder motors it is in the rear of the engine arm.

Because of the possibility of dust or dirt getting into the distributor head, it is a good thing occasionally to release the head from the distributor to see if the rotor track in the top of this head is wearing smoothly. It might be well to rub a small amount of vaseline in the track with the tip of the finger or a soft cloth. A small amount of vaseline can also be placed on the distributor breaker cam immediately under the rotor.

On rare occasions the breaker points may need adjusting. This can be done at any Authorized Buick Service Station in a few minutes.

As for the care of the battery, the main thing is to see that it is supplied with distilled water. It is a good plan to stop at a service station every two weeks or so, depending on the amount of driving, to have the specific gravity of the battery tested. In this way it is a simple matter for the service station to keep check on the battery and to adjust the charging rate so that the battery will be kept fully charged.

In attending to the lubrication and care of the electrical system, the operator can easily inspect the various connections. The positive terminal on the battery, especially, should be looked over now and then and the top of the battery should always be kept dry. Once or twice a season see that the connections back of the dash board are tight, because loose connections at these points might result in the burning out of a headlamp or in cutting down the charging rate of the battery.

# Buick Merit Wins Praise from Owners Throughout the Country

### Buick Aids the Sheriff

THE Buick car delivered to this office in September, 1922, has been driven more than 6,600 miles to date over all kinds of roads and much of the time at a high speed. It runs as smoothly and comfortably now as when delivered," writes Sheriff Ervin J. Reitzel, of Wood County, Ohio.

### A 100 per cent Buick "Fan"

"I HAVE just turned in my first Buick, a D-Six-45, after three years and three months of satisfactory service," writes Willard P. Tomlinson, M. A., headmaster of the Swarthmore Preparatory School, Swarthmore, Pennsylvania. "The car gave me practically no trouble and was always ready when I wanted it. After considering several other cars, I decided to buy a second five-passenger Buick, which came last week. I want to congratulate you on the handsome appearance of the car. You can put me down as a hundred per cent Buick 'fan'."

### Buick Conquers Missouri Mud

"I AM still driving my 21-Six-46 Buick and I see no reason to change," writes Mr. S. W. Gruner, Santa Barbara, California, who purchased his car in Coldwater, Michigan. "I have driven it twice from Coldwater to Los Angeles besides many thousand miles on pavements and the deserts of California, in fact some 25,000 miles, and it has never failed me. I crossed Illinois and Missouri during a rainy period and, believe me, soft soap has nothing on Missouri mud. One day I drove seven hours in low and intermediate gear and made 45 miles."

### Five Years Without Repairs

"I HAVE placed my order for another Buick, which makes my fourth one since 1915. There is nothing better regardless of the price," writes Mr. John N. Turner, of Trinidad, Colorado. "When you start anywhere you always know you are going to get through and are equally sure of coming back. I still have my 1918 model which has been driven 30,000 miles without having a valve removed. It has cost me practically nothing for repairs in the five years I have owned it."

### Mail Carrier Praises Buick

"I HAVE driven a Buick on a mail route for four years and have covered close to 100,000 miles," writes Mr. Roscoe N. Jones, of Fowler, Indiana. "I tried some other cars but returned to a Buick again and like my new one better every day. It has run from 40 to 50 miles a day with close to 100 stops. When I get it loaded with paper, letters and parcels I know I am going to get there and back again."

### Couldn't Ask a Better Car

"I BOUGHT a new Buick five-passenger touring car in October, 1922, and drove it about 2,000 miles before I put it up for the winter," writes Mr. Walter L. Hutchins, of Norway, Maine. "I wouldn't ask for a better car. I made one trip of 70 miles over hilly country and never had to shift gears once."

### Buick is Reliable

"OUR first Buick is still in use and the engine apparently is as good as ever," writes Mr. H. V. Stoddard, president of the Attica Package Company, Attica, N. Y. "Our second car was a Model C-37 and gave excellent service. In all we have had four Buicks and are well satisfied with them. We are pleased to recommend the Buick to anyone wanting a reliable car."

### Giving All-Season Comfort

"MY wife and I are more proud of our Buick sedan every day, now that the cold winter months are here," writes Mr. V. C. Horne, Bosler, Wyoming. "One very cold, windy evening we took a sickly lady, who had not been able to be out all summer, for a 40-mile drive. She said it was the most enjoyable ride she ever had notwithstanding I drove through one of the roughest canyons in this part of the country and made fast time. Riding in a Buick sedan, gliding smoothly over rough roads, is a pleasure that must be experienced to be realized. Many compliment me on my driving but I am glad to let them know it's the Buick—not the driver—that is responsible. They have to acknowledge it is the best car in this country."

### Better in Every Respect

"I HAVE now driven my 1923 Buick 800 miles although I have never made trips of more than 40 miles," writes Mr. John Huston, Mt. Sterling, Ohio. "I drove a 1917 model for five years and thought it was a good car but I think this one is even better in every respect. I am sure if I ever buy again it shall be a Buick."

### Repair Cost is Low

"I WAS never more satisfied with anything I purchased than I have been with my Buick," writes Mr. F. T. Gaffney, Chicago. "From May 5, 1922, to September 30, the car ran 6,000 miles with a repair bill of only fifteen cents."

## *Down Happy Valley*

*(Continued from page 4)*

Cal, and the fuss there was about it? That was a great place, that fort. My girl Sarah's here now, with her boys; her husband's on business in the Philippines. And blest if those boys weren't playin' fort down there before they'd been here twenty-four hours. Won't you come up for supper? Mother——"

"No, I think not," broke in the Judge hurriedly. "The fact is, Chuck, I ——" He looked appealingly at the Doctor who in turn looked stonily at a red and white cow. "The fact is, Chuck, I thought I'd better let you know that the trolley line is coming down the valley in the fall, and you hold onto your land. There'll be men along trying to buy, but don't sell. It will be worth double its present value in a short time."

The Doctor was looking into the distance.

"It can be terraced," he said dreamily. "Tarrytown has to grow, and its best way is up the valley."

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# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

APRIL 1923 FIVE CENTS A COPY

## Oiling Chart Free

*See Page 13*

The Merchants National Bank 16-5
OF LOS ANGELES

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R. H. FULTON, AUDITOR

Los Angeles, Cal.

Mr. Ray Fox,
GENERAL MOTORS ACCEPTANCE CORPORATION,
815 S. Hill Street,
Los Angeles, California.

Dear Mr. Fox:

You asked me to tell you a little something about my experience in driving across the country. The thing I imagine you had reference to was the performance of the little Buick Roadster, which I think you called one of your Model 54.

Mrs. McKee and I got the car in New York, drove it a thousand miles or so around the Eastern States, and then drove home from New York to Los Angeles in it, altogether about 5,500 miles. We encountered road and weather conditions so incredibly bad that I really would not have believed roads so bad as some that we encountered could possibly exist. We, therefore, subjected the car to a most severe test. The simplest way in which I can sum the matter up is to say to you that I did not find one thing about the car that I could have wished to be better or different. It is the most perfectly satisfactory little vehicle I was ever in. I presume, of course, that there are cars which are far more durable, and perhaps better in other respects, because some of them are much higher in cost, but after using this Buick I take no interest in them. In addition to that, we had occasion to encounter the Buick organization all the way across the country at the various authorized service stations, and I never saw a more courteous, gentlemanly, accommodating set of men. They all seemed to take as much interest in us as if we were intimate personal friends, and they left no stone unturned to make our trip pleasant.

If this is what you wanted to know about the car and the Buick organization, I am glad to be able to say it to you, because it is said with great sincerity and truth.

Yours very truly,

Henry S. McKee

Henry S. McKee.

HSM-IRS

*The double satisfaction which comes from the possession of a reliable car and the knowledge that it is backed up by countrywide Authorized Service is expressed in this letter from* MR. HENRY S. MCKEE, *Vice-President of the Merchants National Bank, of Los Angeles*

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

Subscription rate, Fifty Cents per year.
Mailed under third class permit.

E. T. Strong, *Managing Editor*

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Flint, Michigan, U. S. A.

Vol. XI No. 4 April, 1923

# The Most Wonderful 600-Mile Motor Tour in America

*by* Branson DeCou

*Photographs Copyrighted by Ewing Galloway*

HAVING visited all the older National Parks and scenic marvels of the West on previous occasions, I arranged last summer to tour the little-known wonderland of southern Utah in search of pictures and material with which to illustrate my new Travelogs this winter. I had heard of the new Zion National Park, and, of course, of the North Rim of the Grand Canyon with its superior viewpoints, but Cedar Breaks and Bryce Canyon were only names to me.

Our party started the tour at Lund, Utah, early in August, on the Salt Lake route of the Union Pacific Railway, and a drive of thirty-four miles over a perfect new highway brought us to Cedar City, where we arranged with Parry Brothers, who have the National Park transportation concession, for the complete eight-day tour to the North Rim. After years of experience, these boys have settled down to an all-Buick equipment for their trips, and I was glad to be able to test the famous car on my first long tour in it, especially under such unusual conditions in both desert sands and mountains. We tested it the very next day.

Our first trip was only twenty-five miles, in distance, from Cedar City, but in that length of road we climbed up through Cedar Canyon and then on a new dug-out type of mountain road to an altitude of 10,500 feet from the mere mile height of Cedar City. The day was cloudy, and I was surprised to learn that this was the rainy season in this basin The road ended some two miles short of Cedar Breaks Rim, but we went on up the Alpine meadow with no difficulty whatever, driving the car right to the rim. The sun came out momentarily, just in time for a single picture of this remarkable amphitheater scooped out of the mountain crest, and broken away on the lower side, revealing a thrilling sweep of wild country for miles. A thousand feet below us were grotesque pinnacles eroded from the red and yellow formation in a most bewildering array.

As we watched, the sky blackened horribly, and the heavens seemed to break asunder, and empty their floods in blacker sheets of water. We watched the glorious spectacle nearly an hour, snugly ensconced in our car, since the downpour had long since overtaken us. The majesty of this cloudburst above the gigantic painted bowl of the Breaks was such as to absorb our minds completely. We never thought of that twenty-five miles of return trip over mountain roads.

We started back at about 4:30 p. m. After a brief stop at a road camp some miles below for coffee, and the welcome heat of a fire, we drove slowly down the dug-out mountain road at an average speed of four miles an hour, never knowing when the next turn would reveal a big wash-out. At about 11:30 p. m., when we were nearly out of the canyon, and sailing along at fair speed, serene in the thought that we were as good as home, Parry pulled the emergency brake hard, and brought us up at the very edge of a rock slide fully a hundred yards wide, and four feet high, spread for half a mile in front of us. Cold and tired, our party nearly made up their collective mind that this ended our motoring in southern Utah. Parry ran all the way into town, seven miles distant, and at 2 a. m. the lights of another Buick on the far side of the slide proclaimed the rescue. How we climbed and slid over the muck and slime of that awful rockslide with cameras, etc., I can't imagine. The next morning (late, I assure you) was bright and sunny. The party made up its collective mind that we would not trade the experience for $100, and that the Buick had certainly been put to the test, and never a whimper of mechanical trouble had been heard, so off we started.

This charming view shows the vast, natural rock temples of Zion National Park in Utah

Through Parawan and Paragonah to Panguitsch, curiously named Mormon villages, far away from the railroad, over a road that was very bad most of the time (but the wonder of it was that there should be any road at all), we came to another side road, leading up through Red Canyon, the reddest rock walls I had ever seen, up a dry wash on a home-made road of wheel tracks, following each other, until the next flood, when someone would have to start them all over again, until at sunset we reached the rim of Bryce Canyon.

Bryce Canyon is not a canyon at all but a bonbon bowl filled with most gloriously colored and carved candy creations. The intricate fretwork of changing colored towers, turrets, and columns was directly below where we stood, while we could look across twenty miles of space to pink and white cliffs exactly as if we were at the Grand Canyon. A point extended out in front of the permanent camp built on the rim, and looking back on the other side toward the setting sun, revealed a totally different effect, exactly like licking tongues of flame coming up from the center of the earth, and lighted from below with a mysterious incandescence. No wonder you can only think of the "Flames of Hades" as you look over Bryce in this direction. The next morning we climbed down on a very narrow trail clinging to the soft clay and ash of the decomposed limestones. Here an artist was very properly at work, portraying the superb colors of these giant pinnacles. Thousands of upstanding turrets seemed to have been turned on a lathe, merely the erosion caused by a harder cap of rock at the top, breaking gradually here and there, allowing water and frost to penetrate and carve out these minarets.

From Bryce we traveled through the desert sheep country, the hoofed locusts that are causing the desert to edge in once more on the fertile valleys reclaimed by the industrious irrigation of the Mormons. One huge prairie schooner belonging to a shepherd with his flock of six hundred sheep, was mounted on an automobile chassis. Huge washes in the desert were literally dug in forty years by the teeth of the sheep in this overgrazed land. At Kanab, a little Mormon village, where we stayed overnight, we were shown the Kanab Creek running through the town, a channel

The motorist here travels along the high ridge of Hurricane Fault, the largest geological fault in the world, and has an entrancing view of the rich, sub-tropical valley below. There is a drop of about 3000 feet

seventy-five feet deep and seventy-five yards wide. The town clerk remembers forty years ago when there was a pole bridge across it, with just a few poles, and places where one could jump across easily. Two hundred miles of sheeped country, where the hills are grazed so clean that there is nothing now to hold back the rain or keep back a cloudburst.

We soon became used to driving right down into these washes and up the other side. Bridges are quite useless, no sooner built than the stream cuts a new channel many feet away. One does not ask "How are the roads, good?" but "Are they passable today?" They are quite used to them out there.

Bryce Canyon is shown in this view. It is the only spectacle of its kind in the world. Stretching like a vast amphitheater, three miles long and two miles wide, it contains countless spires and monoliths made by centuries of erosion. It is in the heart of the Sevier National Forest, in southern Utah, and is reached by motor

From Kanab we saw a curious low black line which stretched completely across the horizon. Here was our great Kaibab Plateau (Kaibab in Indian language means "Mountain lying down"), locally known as Buckskin Mountain, where President Roosevelt hunted lions in 1913, and many others, including Zane Gray, have staged thrilling tales of adventure in the hunt. We climbed steadily for mile after mile, reaching an altitude five thousand feet higher than Kanab as we entered the finest remaining forest in our United States, fifty miles in the square of virgin timber, mostly pines and aspens, through which a splendid surfaced road, the best wild road in the world, runs to the North Rim of the Grand Canyon. Our one great remaining forest, only untouched because it is two hundred miles from a railroad on this side, and guarded on the south by the Grand Canyon, a mile deep; is it any wonder that a great movement is on foot to preserve it forever as the "Presidents' Forest"? In royal forests abroad are the royal stag herds. In ours are alive today ten thousand graceful, dainty mule deer. We counted seventy-nine in small bunches on a two-hour ride one evening after supper from our camp on the North Rim. Even in full daylight you will see them here and there in the woods constantly. A sign announces that this is the range of the unique white-tailed squirrel, and sure enough within half a mile came a flash of white, and a little dark animal with a bushy, pure-white tail ran up a tree and disappeared on the far side. We saw four in all, treed one for longer inspection, and that evening in camp compared notes with other campers. The great game on the North Rim is to brag about how many white-tailed squirrels your particular party has seen. They are truly gone like a flash, and it often takes quick eyesight to discover these timid and rare creatures.

What a thrill to go out on the rim of the canyon at night at Bright Angel Point and see the lights of El Tovar thirteen miles away across the mightiest chasm in this earth! Our North Rim elevation is a thousand feet higher than the South, the whole plateau sloping down. Hence the drainage is much greater on the north side of the river, and between our viewpoint and the inner gorge, at the bottom of which is our invisible Colorado, the erosion has carved out the great side canyons, and the huge red temples like those of Deva and Brahma directly in front of us as we look south from Bright Angel Point. Nineteen miles of trail lead us down to the new suspension bridge, the only bridge across the Colorado in 800 miles. Here one may stay overnight at Fred Harvey's new Phantom Ranch, and make the South Rim in an easy second day of eleven miles of trail. Mules are available with guides for these marvelous canyon trips on each rim.

The North Rim itself with its far superior viewpoints is as yet completely undeveloped and almost unknown. Trails lead to such vast panoramic vistas as Imperial Point, Cape Royal, and Point Sublime, and ultimately the National Park Service will beg enough pennies from our Congress, that has hardly yet awakened to the fact that we have in our own United States the supreme scenery of the world, and that all the world should come touring over here instead of the usual reverse situation, to construct motor road extensions to these grandest of canyon views. For this narrow rim strip of the great forest is of course in the Grand Canyon National Park.

From this point in southern Utah, the motorist has a beautiful view of Red Canyon, so named because the rocks are a fiery red. The party shown here is on its way to Bryce Canyon

A single day's trail trip brought us to Point Imperial, where we looked east across the canyon, due to an abrupt turn in the river's course. We could see across the Painted Desert for a hundred miles to the San Francisco Peaks, lying low on the horizon. A dozen miles away was the mouth of the Little Colorado, and we knew that here was the Marble Canyon, where the river has not yet penetrated the Archaen Granite of our familiar Inner Gorge farther down.

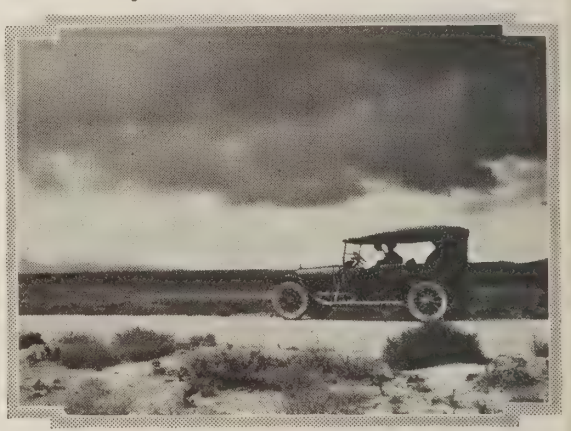
Returning through the charming aspen groves, we admired the courage of these trees recovering from the previous winter's snow which had bent many of them in graceful arcs to the ground. If the roots were intact they would slowly and surely straighten up to perfect verticality before the summer was over.

Leaving the rim very early in the morning, we counted deer until we lost count as we sped through the glorious forest, and the park-like meadows which dotted it. At Fredonia, Arizona, a little town 300 miles from its county seat because of the intervening Canyon barrier, we turned north over the loneliest desert road of all. Sand whirligigs, exactly like waterspouts, fascinated our distant gaze as we watched them, four or five hundred feet high, playing erratically about. Great layers of brilliant red cliffs, the famous Vermilion Cliff, rose directly from the level desert floor.

For eighty continuous miles we passed no car in either direction. Here and there a prairie wagon with an optimistic settler, lugging water to his homestead the while he drilled hopefully into the ground for the only thing which would make his new home possible, was passed. We were more than thankful for the Buick motor which ploughed through sandy ruts so easily, with no suggestion of any complaint which might have been more than embarrassing in such perfect isolation.

At Pipe Springs we encountered the only water in forty miles. Squarely over the main spring was a large stone house with loopholes, established here by the Latter Day Saints as a refuge for the women on whom the polygamy law sat heavily. No enemy could cut off their water supply.

Cattle were numerous in the vicinity, and after many hours of travel, when the dust



A coming storm viewed from the perfect road which runs from Lund, Utah, to Cedar City, Utah

piled up at the rate of an inch per hour on the running boards, and half that rate on our faces, we saw looming directly up from the level plain a mighty temple of red and white rock, which Mr. Parry informed us was the Great West Temple of Zion Canyon, our destination the next day. This was the only disagreeable ride of the trip. The performance of the car in the sandy ruts was remarkable. Often we left the main ruts, and cut across the raw desert making a new road of our own as the lesser of two evils, but invariably a dry wash would bring us back to the hastily built dips.

Toward evening we traveled through weird lava gorges, and suddenly arrived at the very edge of the famous Hurricane Fault, with the green fields of Utah's Dixie spread luxuriously for acres, a thousand feet below us. For a hundred and fifty miles the earth has simply slipped or faulted, with one shoulder a thousand feet above the other. We readily understood why geologists come to study this, the greatest surface slip or geological fault in the world. Down the steep grade we slid to a hot night in Hurricane at the homey little hotel.

(*Continued on page 12*)

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

OFTEN the question is asked, "How does it happen that Buick has such a superior dealer organization?" About the best answer is that it did not just happen.

No one familiar with our policies would say that the high prestige which Buick cars have won is the result of chance. And, likewise, no one who has followed the development of the dealer organization would believe that it has been brought to its present high state with anything short of well-directed effort, close co-operation and the exercise of sound business judgment.

Because it is in the dealer that the owner usually finds his only contact with the Buick Motor Company, we have naturally been particular in our choice of a dealer to represent Buick in a community. Once we have selected a dealer, we do everything we possibly can to help him to be a good dealer so that he may not only be a credit to our organization but also a business man who will be truly representative of his community. On this principle has grown the Buick dealer organization, which is no less remarkable for its size than it is for its efficiency.

EVERYBODY along the line cannot make a good dealer. Even a practical knowledge of the principles of motor car design or years of mechanical experience does not qualify a man to be a Buick dealer. We are more interested in his character, in his rank among business men of the community, in his integrity and initiative, in his understanding of what is essential to business success.

We know that the purchaser of an automobile should rely on the dealer from whom he buys just as much as on the product and its manufacturer.

If you were about to purchase a fine piece of jewelry, just what merchant would you visit? Surely it would be the one who had earned a reputation for treating his customers fairly, for offering good values, for backing up the things he sells. You would not patronize the man around the corner, located in temporary quarters and as likely as not to be out of business tomorrow.

In buying shoes, you would not think of taking what a vendor on a side street had for sale. You would prefer to buy a standard make from an established and reputable merchant.

The same things are true in the selection of a motor car. You may decide on the very car you want, but it is not at all certain that you will buy it, unless the dealer with whom you must do business deserves and inspires your confidence. You must be assured that the transaction will be one of pleasure both before and after the sale. You must know that the dealer is not of the "fly-by-night" variety, that he is prepared to serve you and is willing to stand back of the car you want to buy.

BECAUSE Buick success has made the car a desirable product to sell and because it is manufactured by a company of vision and stability, men of high caliber have been attracted to the Buick field forces. This has enabled Buick to use great care in making each appointment. We have not been forced to go into a community and take for a representative whomever we might find—a fact that has helped to maintain a high standard throughout the country.

Success in the business of selling and servicing motor cars is limited by only three things: the dealer, the motor car and the company behind that car. These are the stock in trade and accomplishments are controlled by their merits.

That is why the best automobile value possible is the only one good enough for the wide-awake, progressive dealer. And that is why he further wishes to form a connection with a strong and stable company.

Just as a dealer needs a good car and the support of a strong company, so does the company need the loyal, steady dealer. In this combination, the Buick owner or prospective owner is vitally interested.

TO Buick owners is due our close attention to the development of the Buick sales and service organization. Buick owners are particular people.

Buick is especially popular in business circles, among men who must depend upon a motor car to shorten distances and render the keeping of appointments easy and certain. It is the favorite of professional men, particularly those who must make a number of trips without delay during the day. It takes precedence in that varied field of busy men and women to whom serviceability is the first consideration.

Our dealers are fully alive to their responsibility. We are proud of them. They are giving attention to owners. They are building up a clientele of satisfied customers. Many of them are established in their own buildings, designed and constructed to render the best type of service.

Buick dealers are known for their financial standing and the strength of their credit relations. Bankers realize that they not only study conditions closely but that they are also good business men generally. Bankers are also influenced by the judgment of the public, which is the last court in a decision as to the merits of a product. That the public has given Buick a prominent place in the motor world is one of the greatest guaranties of any Buick dealer's success.

A dealer's reputation never exceeds that of the car he represents. Whatever prestige is attached to the car he handles is naturally reflected favorably on him and his place of business. This prestige grows as he serves his community.

FOR more than twenty years the Buick Motor Company has been faithful to owners and dealers. Buick quality has been both pleasing and lasting.

As a result, Buick has come to be known in all parts of the world as the standard of comparison and the Buick dealer as a reliable representative of the company manufacturing the car.

Buick dealers are found in thousands of cities and towns. Many of them have handled the Buick line for a number of years, confining their activities to Buick cars alone. As Buick production has increased, their sales have reached larger proportions each season. Buick success has been their success.

With Buick, these dealers are building for the future. They are linking their names inseparably with Buick in which they so firmly believe and they are doing all that they can to make both names of real significance to the owner in the way of motor car value and service.

# Tours are Carefree for the Owner of a Buick

NEVER is a car put to a more severe test than on a long tour. Then is the time that any weakness will be revealed and any lack of comfort or riding quality will become apparent.

It is then that a car must face the worst of weather as well as the best and, if the tour is of any great length, it will encounter a wide variety of trying road conditions. That the Buick meets such a test and emerges supreme is a fact that thousands of motorists have established by actual experience. They have hummed merrily along on well-paved thoroughfares and have pushed through sandy desert trails and deep mud, always with the same sense of security and dependability.

That is one reason why the Buick is particularly suited for touring purposes, but coupled with it is the satisfaction that comes from knowing that a reliable and efficient service is always close at hand. Seldom, even on a long trip, does a Buick require the attention of an Authorized Service Station, but the motorist is happy in the knowledge that he can get such service when he needs it, no matter in what part of the country he may be.

In addition he finds that Authorized Service can do much to heighten the pleasure of his trip. The courteous, skilled men who form its personnel are ever ready to give authoritative information on the condition of roads and on the best routes for the tourist to follow. Often they can suggest short side-trips that add to the enjoyment of a long tour and that take the tourists to points of scenic or historic interest. And in a score of other ways, besides expert mechanical service, they are ready and anxious to serve the Buick motorist.

Conditions such as these are what make a tour truly enjoyable. In the Buick, the motorist knows that he has a dependable and economical car and that his gasoline, oil and tire mileage will be even greater than he expects. This, backed up by courteous, efficient service, enables him to enjoy his tour to the utmost, free from worry of every kind.

Typical of these facts is a tour recently made by Mr. R. H. Burnside, of Durango, Colorado, in a Model 23-Four-35 Touring.

"Recently we drove up to Silverton, a distance of fifty-four miles, over the new Scenic Highway which has just been completed between Durango and Silverton," he writes. "This road for perhaps half the distance is a series of steep grades and sharp curves, but we had no trouble of any kind with the new car. The motor was not even overheated although at one place the road attains an elevation of 9,500 feet above the sea level and it is necessary to run on intermediate gear for several miles at certain points.

"This country, the San Juan basin of southwestern Colorado, is rich in scenic beauty and is a wonderful playground for the motorist and the lover of outdoors and we have taken several trips in the new car to points of interest in the higher altitudes without any difficulties of any kind.

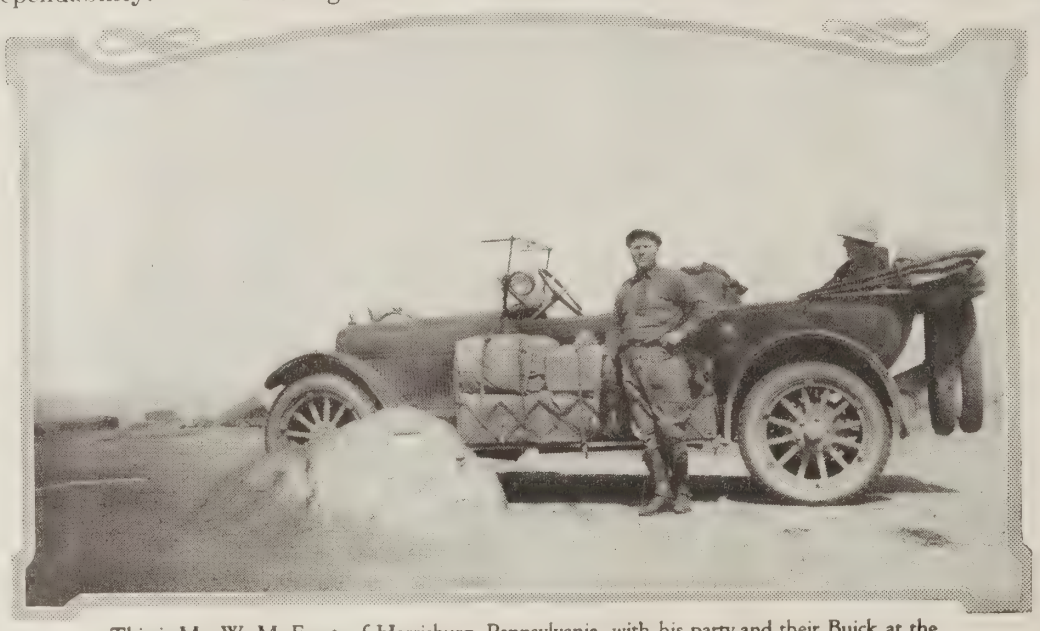
"I don't know of anything I could suggest as an improvement to the car. It seems that it is about one hundred per cent value and perfection."

Buick owners in Florida have many opportunities for enjoyable trips. Mrs. W. L. Burnett, of Orlando, Florida, tells of a tour which she made recently.

"Upon leaving Orlando for New York, I noted that my Buick had already been driven 22,000 miles," she writes. "Making the trip to Atlanta in about two and one-half days, I stopped at an Authorized Service Station and asked that the car be given any attention that it needed. This was done in the form of a few adjustments which cost me fifty cents. Nothing else was needed until I reached Durham, North Carolina, when some minor repairs were made at a cost of $1.50. When I reached New York all that was necessary was to have the red clay washed off the car. I had no trouble on the return trip and in fact the car now seems to run better than ever."

Mr. G. S. Colbert, of Johnstown, Pennsylvania, is driving his sixth Buick. He has made two trips to Florida in it and is highly pleased with its performance. He has driven 15,000 miles on the tires that were on the car when he bought it.

The endless opportunities for enjoyment which a Buick makes possible are indicated by a trip made by Mr. W. M. Faust, of Harrisburg, Pennsylvania, in a Buick seven-passenger Touring.



This is Mr. W. M. Faust, of Harrisburg, Pennsylvania, with his party and their Buick at the summit of Pike's Peak

"We traveled 13,500 miles from Harrisburg to the Pacific Coast and back," he writes. "We visited seven national parks: Grand Canyon, Arizona; General Grant and Yosemite, California; Crater Lake, Oregon; Mount Rainier, Washington; Glacier, Montana; Yellowstone; and up Pike's Peak in Colorado.

"We had absolutely no machine trouble and this, too, in spite of the fact that being out for so limited a time and wanting to see so many places we gave the car very little attention.

"In order to see some of the places of interest we had to run over some extremely bad roads, up and down steep grades, over rock, through sand, mud and water, but we kept right on going, always sure that as long as we had gas and oil our Buick would take us there.

"We camped out and carried a real heavy load of baggage and what a feeling of satisfaction we had when we were all packed up, ready to begin another day of that indescribable pleasure of ever-changing scenes that is known only to those who have made a long trip in a good automobile."

Women drivers find the Buick ideal for long tours because it responds so easily that there is little driving strain.

Miss Helen Anske drove her father's Buick from Lacon, Illinois, to Jacksonville, Florida, a distance of 2,115 miles. Much of the trip was made over sandy and muddy roads, her father, Mr. R. L. Anske, writes, but the Buick came through without difficulty and not one cent was needed for repairs. There was not even a puncture during the entire trip.

Elder H. M. Ellis, of the Methodist district of Brookhaven, Mississippi, recently made a tour from Brookhaven to Niagara Falls by way of Memphis, Louisville, Cincinnati, Cleveland and Buffalo. The distance traveled was 3,147 miles and the time, including all stopovers, was nineteen days.

"We could not have asked better of the Buick," he writes. "We made the entire trip on 147 gallons of gasoline, thus getting 21.4 miles to the gallon. We were a little afraid the automobile trip would be hard on my wife but she said the Buick was as comfortable as a Pullman and that she was less fatigued on reaching home than if she had made the trip by train. If any one wants to test the qualities of the Buick just send them around to take a ride in my car."

VALVE-IN-HEAD Buick MOTOR CARS

This picture shows Mr. R. H. Burnside of Durango, Colorado, with his Buick near the top of the Durango-Silverton Divide

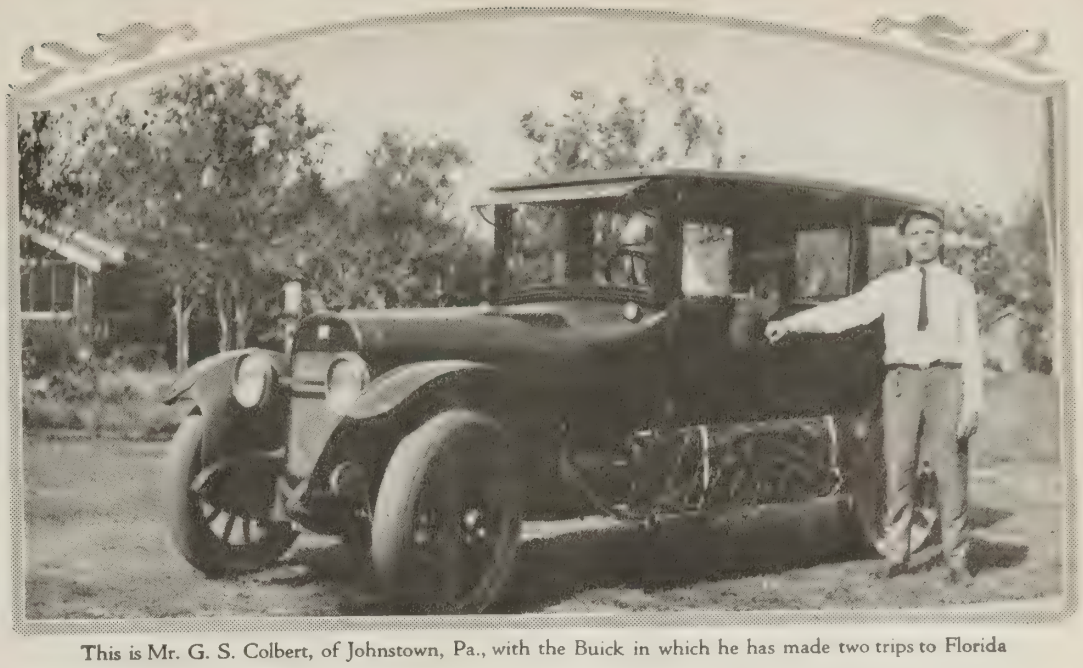
Another interesting trip was made by Mr. and Mrs. Charles P. Dieringer, of Franklin, Pennsylvania. They went through New York State, New Jersey and thence to Washington, D. C., and home via the Lincoln Highway. Mrs. Dieringer had her first real experience in driving, covering 1,773 miles, of which 210 were made in one day. They did not have a mishap of any kind, not even a puncture.

Mr. E. E. Violette, Kansas City, Missouri, is proud of the record of his Buick Sport Roadster. From Kansas City he motored, via Chicago, to New York, covering his Chautauqua circuit in New York, Canada and Vermont, a distance of 9,196 miles. He had no trouble of any kind.

An experience with a brand new Buick is related by Mr. D. W. Murdoch, of the Fire-foam Engineering Company, Milwaukee, Wisconsin. After driving his five-passenger Touring a few hundred miles over pavements, he decided to put it to a real test. He left Milwaukee for Port Huron, Michigan, and drove nineteen hours, with stops for lunch and gasoline. He rested for a day and then drove twenty-two hours without a stop, covering more than 516 miles. There were no punctures and not a cent was spent for repairs.

"I do not believe we could have been more careful because we had an eight-weeks-old baby with us, but yet we averaged twenty-three and one-half miles an hour," he writes. "I cannot say too much in praise of the riding qualities and performance of my Buick after a test like that."

Miss Evelyn Johnston, of Yazoo City, Mississippi, owns a 1918 five-passenger Buick Touring but would not trade it for anything except another Buick. Recently she made a trip of 4,000 miles and the hood of the car was never raised except when putting in oil. This car has made 26,447 miles and is still going nicely.



This is Mr. G. S. Colbert, of Johnstown, Pa., with the Buick in which he has made two trips to Florida

Mr. Charles B. Ketterer, Cincinnati, Ohio, writes of an enjoyable trip. "My family and myself made a 2,500-mile motor tour of the East, including Sandusky, Cleveland, Niagara Falls, Canada, New York City, Philadelphia, Washington, D. C., and the mountains," he writes. "Our Buick took us over the route as if we were riding in a Pullman. We had no engine trouble and we went over about twenty mountains that were from 1,000 to 3,000 feet high."

A tour of 9,000 miles made by Mr. and Mrs. F. G. Pope and their son, Lawrence, of Millbrook, Illinois, put their Buick to a thorough test, through which it came with flying colors.

They started from Millbrook, which is about fifty-six miles from Chicago, and crossed the Mississippi at Davenport, Iowa. From there they toured through Iowa to Des Moines and thence across Nebraska and the wheat belt of Kansas. Entering Colorado they had their first view of the Rocky Mountain plateau from Lemon. They arrived at Colorado Springs at the base of the Rocky Mountain range and camped at Prospect Lake for a week.

They then visited Pike's Peak and their Buick proved its qualities by the ease with which it made this 14,109-foot climb over eighteen miles of road. Cheyenne Canyon, the next stop, presented some most interesting scenery including the Seven Falls. Another interesting stop was at Williams Gorge.

After several weeks touring in the West they arrived at Seattle and from there pushed on to Vancouver, British Columbia, where they visited the famous Capilano Canyon.

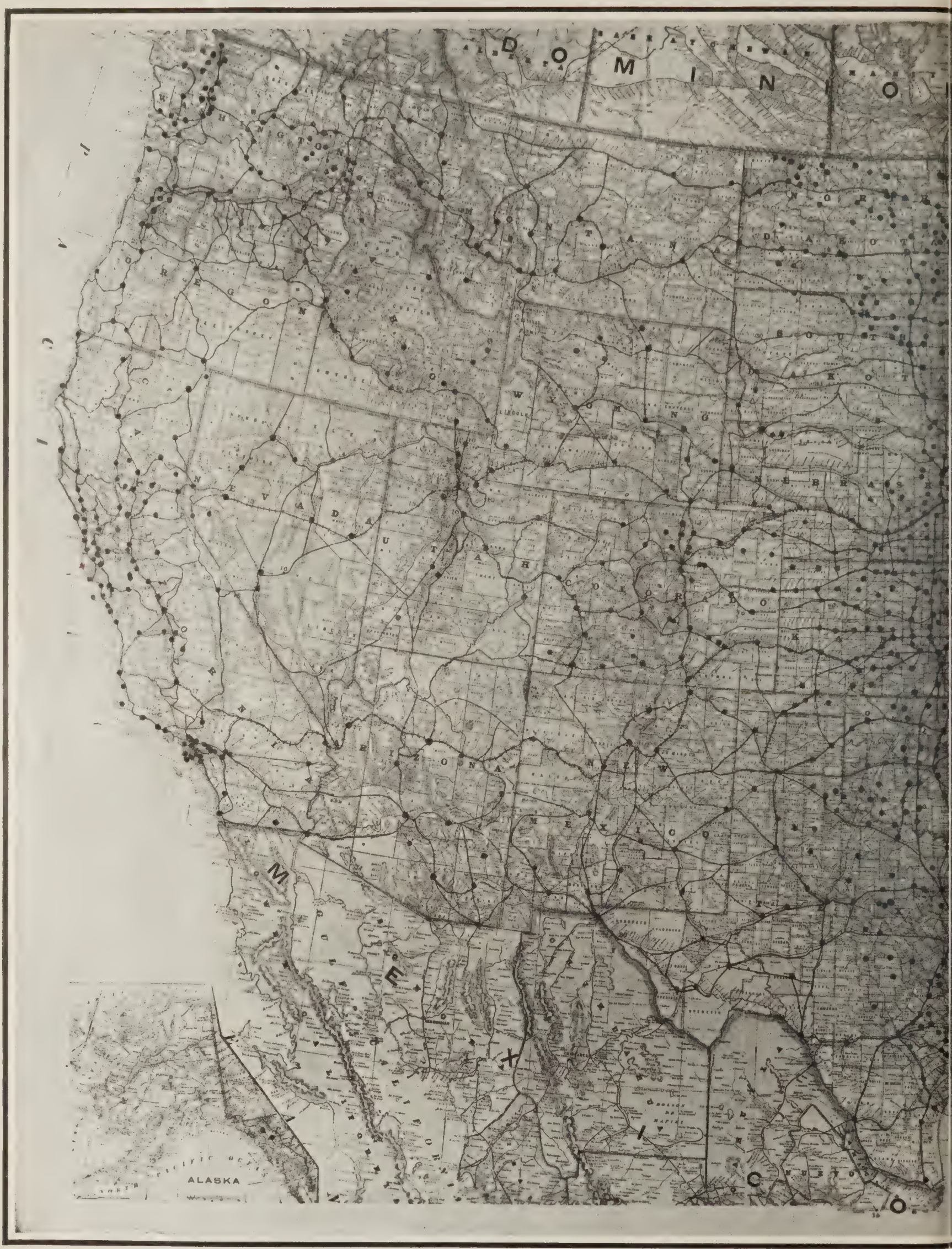
They followed the Pacific Coast line on the return trip and went as far as Mexico. After another Western tour they recrossed the Mississippi at Quincy and returned home.

"Throughout the whole nine-thousand-mile trip our Buick never failed us and never gave us a moment's anxiety," Mrs. Pope writes.

Mr. R. L. Anske, of Lacon, Illinois, is shown in this picture with his Buick. The others in the picture, from left to right, are Mrs. R. L. Anske, Miss Lucy Hutchins and Miss Helen Anske, who drove during an entire trip to Florida

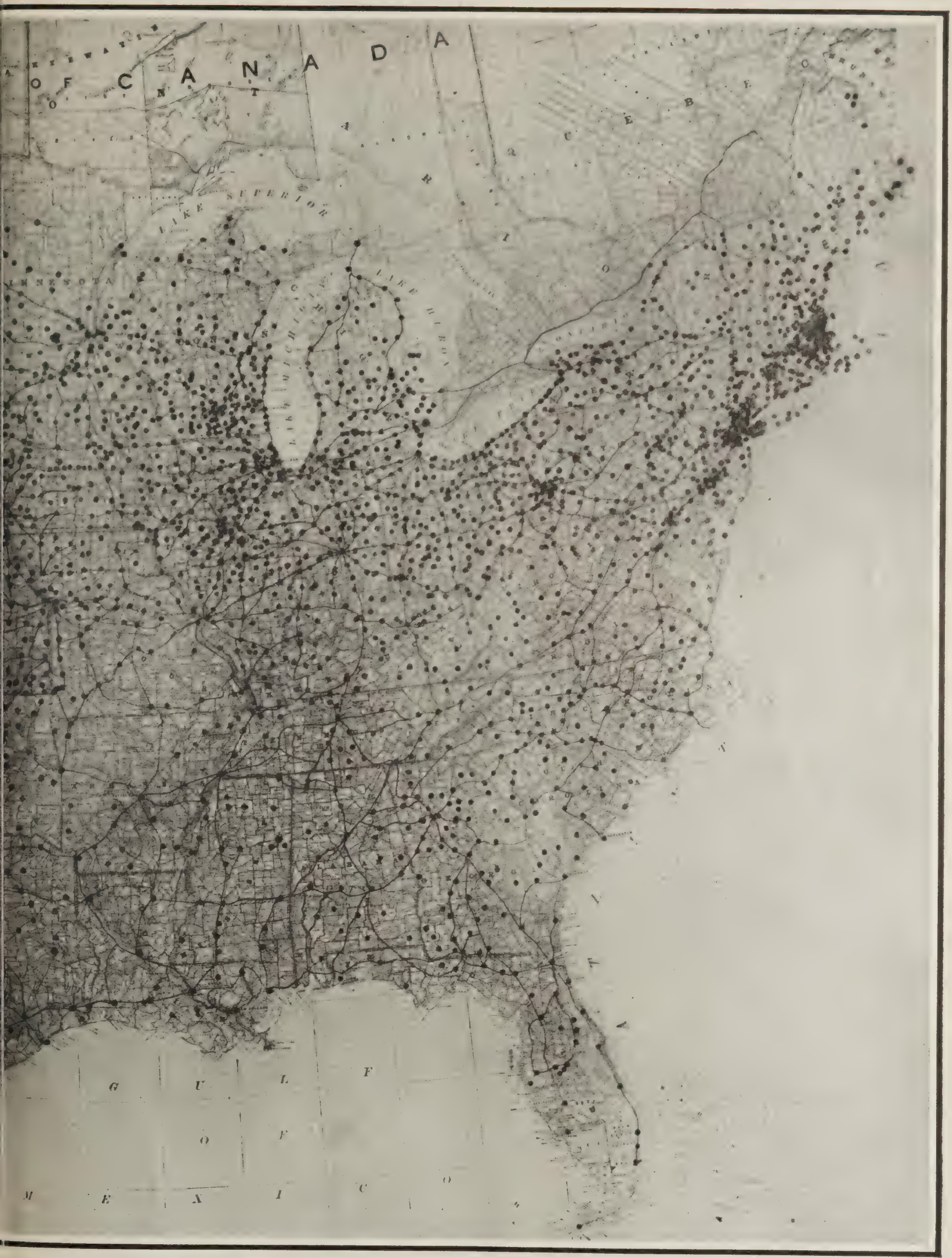
In this picture, Mrs. W. L. Burnett, of Orlando, Florida, is shown with the Buick in which she toured to New York

# From sea to sea Authorized Service assures




This map, on which Authorized Service Stations are indicated b
ideal car for tours of any length, anywhere in the country. Seldo

# Buick owners uninterrupted Transportation




lack dots, visualizes the vast organization that makes Buick the
needed, but always ready, it makes motoring satisfaction complete

# Buick is Popular with Motorists in Chicago

WHETHER on country roads or city thoroughfares Buicks are always much in evidence. Their thorough, reliable performance makes them desirable for every form of motoring while their attractive lines and appearance give them a distinctive air anywhere. Their qualities show up particularly well in city traffic and that is why so many motorists in the larger centers choose Buick as the car which serves best under arduous conditions.

This is particularly true in Chicago where the number of Buick enthusiasts is growing steadily as more and more motorists are convinced by its outstanding qualities

"MY Buick Sport Roadster is the most satisfactory car in every way that I have ever driven," writes A. B. Harlan, broker, who makes frequent trips to California and who has driven as far south as Mexico

"MY Buick has been subjected to unusual strain because of poor and muddy roads but frequent examination of the motor and other parts has revealed nothing that needed adjustment," writes Mr. R. M. Douglas, associated with the Spool Cotton Company

"I AM particularly pleased with the easy driving qualities of the Buick," writes Mrs. Edward P. Birmingham, of 4250 West Jackson Boulevard

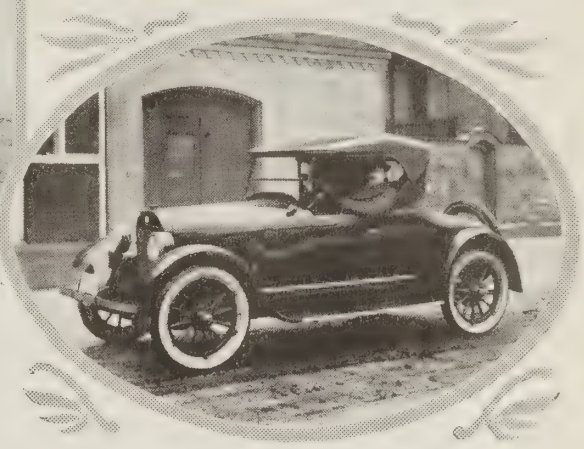
"THE Buick is easily handled and is free from mechanical trouble," writes Mr. A. G. Carpenter, associated with the Goodyear Tire and Rubber Company. He has owned three and drives about 30,000 miles a year

"WHEN it comes to ease of operation, minimum cost of upkeep, and solid comfort, you never know what it is until you buy a Buick," writes Mr. A. C. Turnquist, general contractor

"MY Buick rides comfortably, possesses the necessary flexibility and is one of the peppiest cars I have ever driven," writes Mr. J. W. Tomassene, salesman for the Seaman Paper Company

LIEUTENANT KILACKY, of the City Vehicle Bureau, affiliated with the Chicago Police Department, uses his Buick every day in the handling of traffic

"EACH car has brought more satisfaction as to comfort, speed, operation and durability than the previous one," writes Lieutenant of Detectives Edward T. Murphy, who has owned four Buicks



"OUR opinion of Buick is best expressed simply by stating that we are standardizing on them for our work," writes Mr. Arthur Cobb, manager for Automobile Blue Books. "We have had several Buicks in our road logging service, which is extremely exacting work"

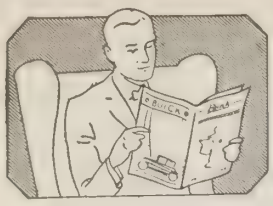
BUICK has been found ideal for service under all the trying conditions of city traffic, says Mr. C. W. Christiansen, 3850 North Leavitt Street, who is shown here with his car

"THE clutch and brake are so easy to use that hardly any effort is required at all," writes Frances Rittennal, of 4633 Le Claire Avenue

"I GLADLY recommend the Buick to all my friends," writes Mr. J. J. Jenkins, superintendent of maintenance for the Roosevelt State Bank and the Bankers State Bank of Chicago

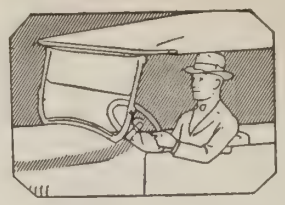
VALVE-IN-HEAD Buick MOTOR CARS

MR. L. DEMERATH is a salesman for Sterling Motor Truck Company. He is thoroughly familiar with motors and chose a Buick Four Sedan as the car best adapted to his business. He drives his car about 1800 miles every month



# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars



## Suggestions for Spring

FOR the motorist who has operated his car throughout the winter months and for the owner who has laid the car up but is preparing to get it in shape for summer driving, there are certain seasonable suggestions which can be profitably followed at this time of the year. While some of the suggestions apply more particularly to the cars which have not been operated continuously through the winter, the idea of a spring cleaning can be carried out to the advantage of any car and with consequent benefit to the owner in his desire to obtain maximum service in his summer driving. Briefly, the principal things to be done may be summed up in the following eight suggestions:

1—Consult the Buick reference book for information relating to the proper lubrication of the car and care of the cooling system and battery.

2—See that the battery is filled, fully charged and all wire connections including the battery ground strap are properly tightened.

3—Lubricate the starting mechanism, spark and throttle linkage, generator, pump shaft front bearing, fan, valve stems, rocker arms and lifters. Drain old oil from the crank case and put in two or three quarts of light motor oil. Remove spark plugs and pour a tablespoon of oil through each hole. Remove pipe plug from top of timing gear case, pour in one pint of motor oil and replace plug. By means of the starter turn the engine over for about one minute, then drain the crank case and refill with fresh medium motor oil. Clean, adjust and replace spark plugs.

4—Drain carburetor, vacuum tank and gas tank. Remove plug from top of vacuum tank and pour in about one pint of fresh gasoline to wash out sediment. Pour a quart of fresh gasoline into gas tank, leaving drain plug open to flush out sediment. Close drains on gas tank and vacuum tank and pour about one quart of gasoline into the vacuum tank and refill main gas tank.

5—Fill radiator within three inches of the top with solution of one pound of washing soda dissolved in five gallons of water. Start motor on idling speed and allow cooling system to drain from radiator and pump. Refill with fresh water twice and allow to drain off before finally closing drains and filling with fresh water.

6—Lubricate all points on the chassis as directed in the reference book and lubrication chart. Wash out transmission and differential with kerosene and refill with 600-W.

7—Inspect brakes, steering, toe-in and possible looseness of front wheels.

8—Tighten spring clip nuts, body bolts, windshield nuts and all other nuts which may be loose. Look over all sheet metal fastenings for loose or missing nuts and screws inasmuch as squeaks and rattles are caused by these conditions.

# BUICK WORTH IS PROVED BY OWNERS' EXPERIENCES

### Truck Helps in Coupe Sale

"ONE of our prospective customers wanted to ride in a four-cylinder coupe but we did not have one on hand, nor could we borrow one," the Ben Anthony Company, Texarkana, Arkansas, relates. "About two months previously we had sold a four-cylinder special delivery truck to Mr. Peter Patterson. He learned that our friend was interested in Buicks and took him for a ride in the truck to demonstrate the easy riding qualities of the four-cylinder Buicks. After the ride our friend ordered a coupe. He said that the truck had such easy riding qualities that he was ready to accept the coupe without further test."

### Buick Praised as Hill Climber

"I OWN a 1915 Buick touring car but I never saw anything unusual about it until recently and this is the story," writes Mr. C. Dearman, medical research scientist, of Tulsa, Oklahoma. "A number of motorists had been on a trip near our city to see the beginning of construction on a new water plant. On the return trip to the city a steep hill was encountered and I noticed as I came up that many new cars of different makes had tried to negotiate the hill and failed. I got into low gear and gave the car the gas gently and it began to sing as it climbed up that hill without any seemingly extra effort."

*Authorized*
*Buick Dealer Service*

EVERY BUICK Valve-in-Head owner is entitled to and will receive prompt and efficient service —the kind that will insure him the uninterrupted use of his investment. No matter where you go, there is a Buick branch or a Buick dealer close at hand prepared to give you intelligent attention

### Buick Triumphs in East

"MY Buick six-cylinder roadster has run more than 31,000 miles in the last ten months," writes Mr. John J. Mills, of the McCreary Tire and Rubber Company, at Indiana, Pennsylvania. "It has been in daily use on the roads and mountains of Pennsylvania, Maryland, New York, New Jersey and Ohio in winter and summer, night and day, fine weather and bad weather, on the best roads as well as the worst, at every speed from a mile an hour to a mile a minute, some days running as much as 400 miles with scarcely a stop, and has given uninterrupted service of the most satisfying kind. Not the least of its remarkable performances is the ease with which it negotiates our Eastern mountains—nearly every one in high gear without a shift."

### Like One of the Family

"I AM thinking of getting a closed car but my 1914 Buick open model is in such first-class condition that I would not like to part with it. We have had it so long it is just like one of the family," writes Mr. A. R. Giere, of Green Bay, Wisconsin.

# The Most Wonderful 600-Mile Motor Tour in America

(*Continued from page four*)

The most delicious peaches and other fruits are raised in this Mormon miracle of Utah's Dixie. Until the advent of the motor truck, they were without a market, at a distance of more than a hundred miles from railroad, but now they are enjoying a well-deserved prosperity.

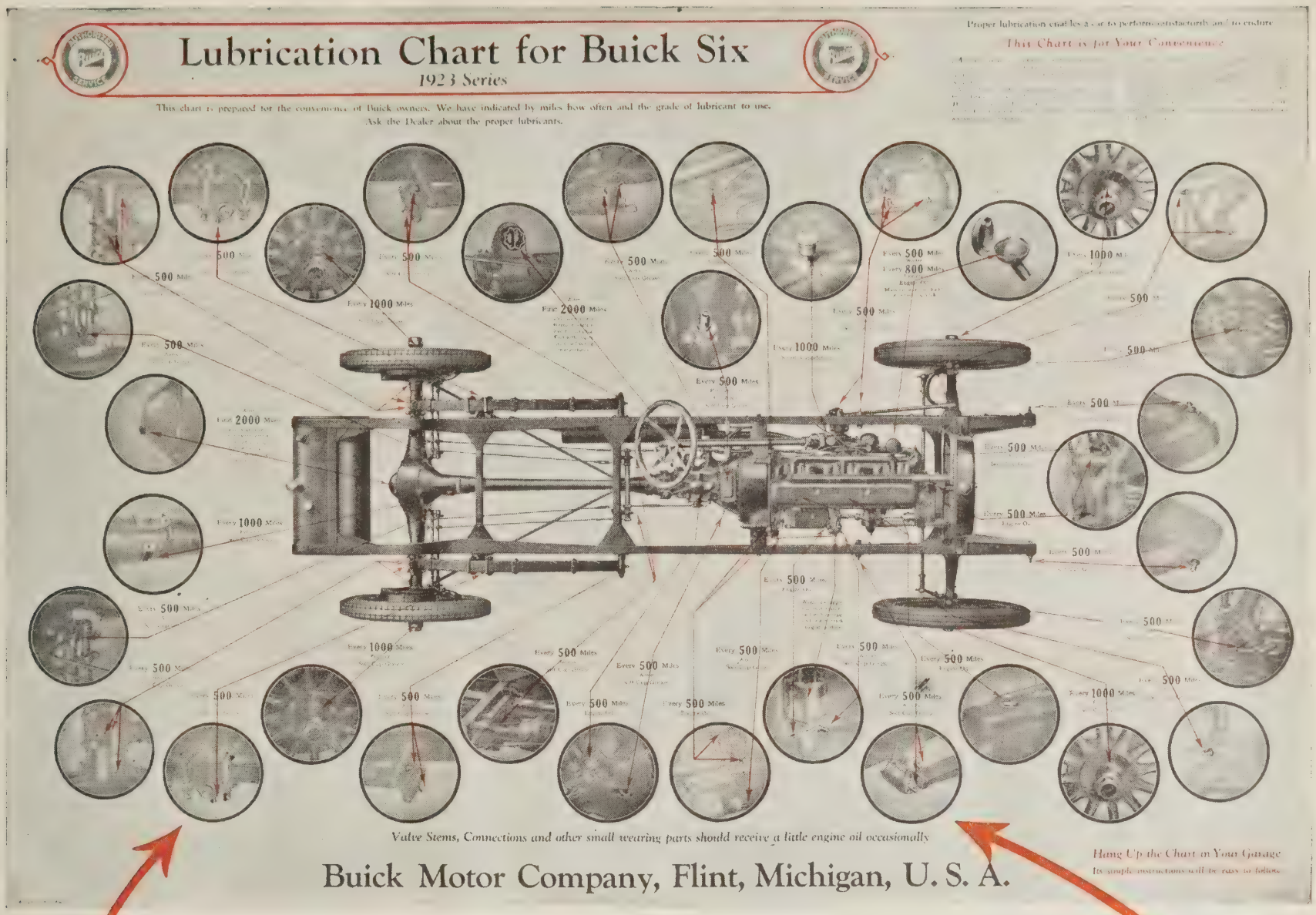
Another big climb the next day brought us up the Rio Virgin, where the shifting banks have cut away the Mormon ranches to such an extent that the dwellers have moved down into Dixie long since, and we approached our newest National park. Brigham Young inspected the region in the fifties, and selected it as a possible retreat in case of further persecution of his pioneer flock. He called it "Little Zion," and Zion it remains today with Old Testament names applied here and there to the great rocks—the Three Patriarchs, the Temple of the Virgin, and many others.

As we drove farther up into the canyon the walls narrowed, and seemed to loom higher. They are of bright red sandstone for two-thirds of the way up, capped by brilliant white limestone above for another thousand feet. Like Yosemite in color, you hear. Yes, but wilder immeasurably. Lacking the gentle beauty which makes the Yosemite the loveliest of valleys, here are jagged splintered rocks almost as high, robed in brilliant crimson and white.

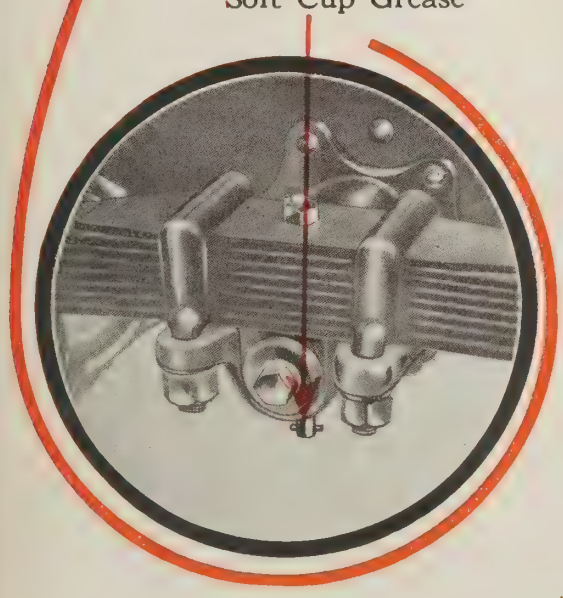
A Wylie Camp in the Canyon makes a delightful headquarters, and you will find days of entertainment in exploring this new canyon marvel of our West. The perpendicular sides of this mighty trench show the cutting power of that river, heavily laden with sand, eroding directly downward on the same principle as a marble saw which uses sand grains imbedded in rigid iron.

It is just a hundred miles from Zion back to Lund, our railroad starting point, a delightfully easy day's run. The Buick delivered us on scheduled time, completing the six-hundred-odd mile circuit without even a thought of mechanical trouble. We rather wished that it would operate on air instead of gasoline at the North Rim, where gas was 85 cents a gallon, but that is the only improvement our party could suggest. I returned to civilization with some two hundred new pictures of what is to me the most unique and varied motor trip in America in the beauty of its scenery.

# Simplifying the Lubrication of Your Buick

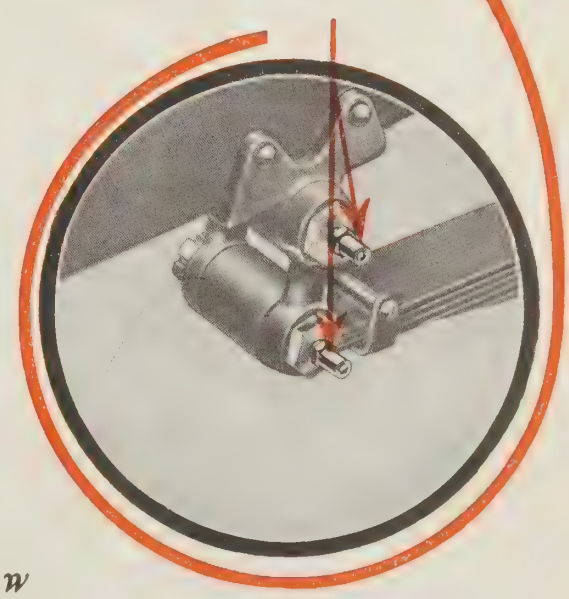



Every **500** Miles
Alemite
Soft Cup Grease



The chart, shown here greatly reduced, will guide you in giving your Buick the attention that insures maximum efficiency. The two smaller illustrations show the actual size of the encircled views on the chart

Every **500** Miles
Alemite
Soft Cup Grease



## *Send for This Free Chart Now*

BUICK cars are turned out from the factory as mechanically perfect as it is possible for engineering skill to make them. But proper lubrication is necessary if their performance is to continue to be the best.

This is exceptionally important when the summer season is approaching. As a rule cars are in more constant use then than at other times in the year and should receive a correspondingly greater amount of attention. Their increased efficiency will more than repay the slight work involved.

Every effort has been exerted to make Buick lubrication as simple and as automatic as possible so that it requires little of the owner's time or attention. Further to simplify the work of lubrication the chart, that is shown here greatly reduced, has been prepared for Buick owners.

This reduces the work of lubrication to the minimum and makes it an easy matter for the Buick owner to keep his car in first class condition. Not only is the position of each lubricating point clearly indicated on the chassis but the enlarged views of each part, shown in the circles, make doubly clear just where the lubricant is to be applied. Above each circle is printed information as to how often the part should be lubricated and what lubricant should be used.

Thus it is possible to see at a glance what attention is needed to keep every part running smoothly and in correct relation to the car as a whole.

If the chart is placed in the garage and its instructions followed faithfully, it will prove a sure means of protecting your car investment and will reduce trouble to a minimum. It will be sent to you free if you send a request to the Service Department, Buick Motor Company, Flint, Michigan.

# Utica Dealer's New Building is Typically Buick

ONE of the most notable characteristics of Buick growth has been the fact that the countrywide sales and service organization has kept so completely abreast with the developments of factory and car. The Authorized Service Station reflects the spirit of the organization which it represents.

Buick stability naturally has attracted men of high character and business ability and it has been possible to choose as Buick representatives in each community men who are leaders in business activities. These men invariably have recognized the soundness of Buick policy in building for the future and they have conducted their own business with the same end in view. They have erected buildings which are notable in their communities and they have spared no expense to afford the utmost in service and attention to the Buick owner.

A section of the main salesroom of the I. R. Gardinier Motor Company, 449-451 Genesee Street, Utica, New York. The handsome building of which it forms a part has only recently been completed

In one sense the obligation of a dealer is fulfilled when he accords courteous treatment and efficient service to the buyers and owners of cars. But Buick dealers go beyond this obligation and make provision for the comfort and convenience of the motorist in other ways.

The new salesroom and service station of the I. R. Gardinier Motor Company, 449-451 Genesee Street, Utica, New York, embodies the highest ideals of the Buick organization.

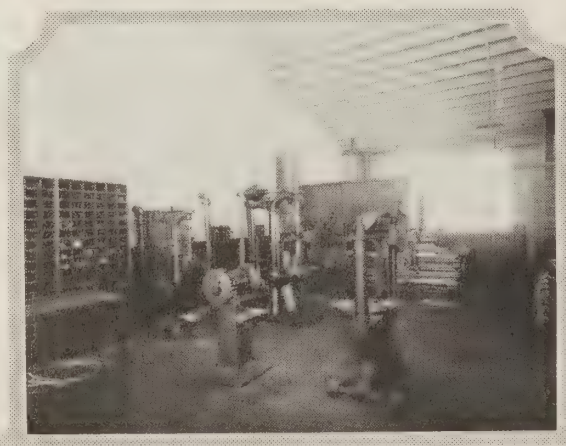
Its beauty of appearance alone gives it a distinctive place among buildings of this kind, but of equal importance are its interior fittings and facilities for service. No point of convenience or comfort has been overlooked. The salesrooms are finished with a dignity and simplicity that are a perfect setting for the various Buick models and that give prospective buyers the best facilities for examining the cars.

An indication of the completeness of the building is seen in the ladies' rest-room, situated on the mezzanine floor. Dainty curtains, mirrors, ferns and other decorations give it a most attractive appearance, while comfortable chairs and lounges make it an inviting place in which to spend a few moments while a car is receiving attention in the service departments.

It is in the service departments, however, that the visitor can best realize how fully prepared is the Gardinier Company to look after the interests of Buick owners. The tool-room on the second floor, for instance, is equipped with many pieces of special machinery, which insure quick, accurate work on car parts which require adjustment. This is of great importance to the owner because as a rule the more machine work and the less hand work there is in a servicing job the less will be the cost to the car owner.

The repair shop, also on the second floor, is equally well-equipped and laid out to give careful and prompt attention to the needs of Buick owners.

There is ample space to avoid the danger of cars being damaged by bumping and to take full advantage of the labor and time-saving equipment.



A section of the tool-room on the second floor. It is equipped with many special machines to insure quick and accurate work

All the facilities of this fine building are backed up by a staff of skilled men, so that in every way the Gardinier Company is fully prepared to assist the motorist in the most practical and effective manner.

In this it is typical of Buick Authorized Service. It lives up to the familiar symbol which marks each Authorized Service Station. That is why this symbol means so much to the motorist. He knows that where it is found he will receive courteous and efficient attention, whether it be in his home city or in a strange place many hundreds of miles away.

The knowledge that such an extensive, well-equipped service system exists makes both the short and the long motor trip more enjoyable. It is seldom, indeed, that the Buick requires service, but the knowledge that it is within easy reach if needed relieves the motorist of all care and worry. Should adjustments be required, he is certain they will be made speedily and correctly and that if replacements are necessary they will be made with genuine Buick parts. In short, he knows that Authorized Service embodies the same merits as the Buick car.

The ladies' rest-room on the mezzanine floor of the building. This is only one of the many conveniences that the Gardinier Motor Company has provided for motorists. It is typical of their preparedness for complete service

The Gardinier Motor Company furnishes a concrete example of all the features that have made Authorized Service so valuable to the Buick owner. Its desire to serve the motorist is reflected in its splendid salesrooms and the many conveniences that have been provided there.

The complete repair shop and special equipment stand behind the Authorized Service symbol at the company's door as a guarantee that the service for which the sign stands will be given in the fullest measure.

The south section of the repair shop on the second floor. Ample space and special equipment for handling cars is provided

The north section of the repair shop. Its roomy appearance indicates the efficient service the Buick owner receives here

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# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

MAY 1923 FIVE CENTS A COPY

The Buick Model that Took the World by Storm—*pages 8 and 9*

# *"My Buick"*

I have a sturdy Buick, a nineteen-eighteen Four,
And every ride she's given me has made me long for more;
For when she starts a-purring with a steady, rhythmic peal,
The greatest thing in life, my friends, is a seat behind the wheel.

I've often heard of Sousa's band, no doubt 'tis very nice;
And Paderewski's playing brings a mighty handsome price.
But I think I know of something that can beat them both for thrills—
'Tis the music of my Buick when she scampers up the hills.

I have braved untrodden snowdrifts, I have been through Noah's flood;
I have challenged many sandhills and encountered tons of mud;
And through them all my little car has proved to be a brick,
For her middle name, efficiency, has always turned the trick.

Should I slight her and neglect her till she only has one lung
Even then she'll manage somehow to get me through unstung,
For she never is a quitter in whatever game I play
And you cannot get her rattled for she isn't built that way.

But it pays to use her kindly, she'll return it every hour
With the skill of her performance and her wealth of grace and power.
Why, she keeps my spirits sailing through a land of milk and honey
For she's right there every quarter with the interest on my money.

I'd hate to part with her, somehow, she seems so like a friend;
A faithful and resourceful pal whose patience knows no end.
There is only one condition that will ever bring me to it—
I'll have to have in place of her a handsome, brand new Buick.

—*Mrs. Dell W. Berry*
Reed City, Michigan

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

Subscription rate, Fifty Cents per year.
Mailed under third class permit.

E. T. Strong, *Managing Editor*

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Flint, Michigan, U. S. A.

Vol. XI No. 5

May, 1923

# *Moongwe the Son-Daughter*

By
GRACE MAC GOWAN COOKE

MOONGWE, the owl, and son of the blind basket-maker, came running down the slope to the field where the clan father of his tribe sat watching that no marauding donkeys strayed into the crops. The old man was naked save for his breech clout: but the small boy had a square apron of cloth, such as the girls among his people wear, hanging down his back. Upon this the elder's glance rested, as the small boy announced an intention of assisting in the crop-watching.

"How shouldst thou watch crops?" inquired the clan father. "It's a man's work. Thou art the daughter of thy mother. Get back to the house and grind the meal."

The boy pulled sullenly at the little cloth across his shoulders, badge of his servitude as a fated man-woman.

"I hate it," he burst out, tearing off the *manta*. "Why do they make a woman of me? Who was the first man-woman?"

The old man smoked silently, staring out across the desert while Moongwe regarded him hopefully. The clan father was very old, and very wise, and when the ceremonials were held he was Master of the Kiva,—its priest! Surely he could explain wherefore a son is sometimes made a female slave.

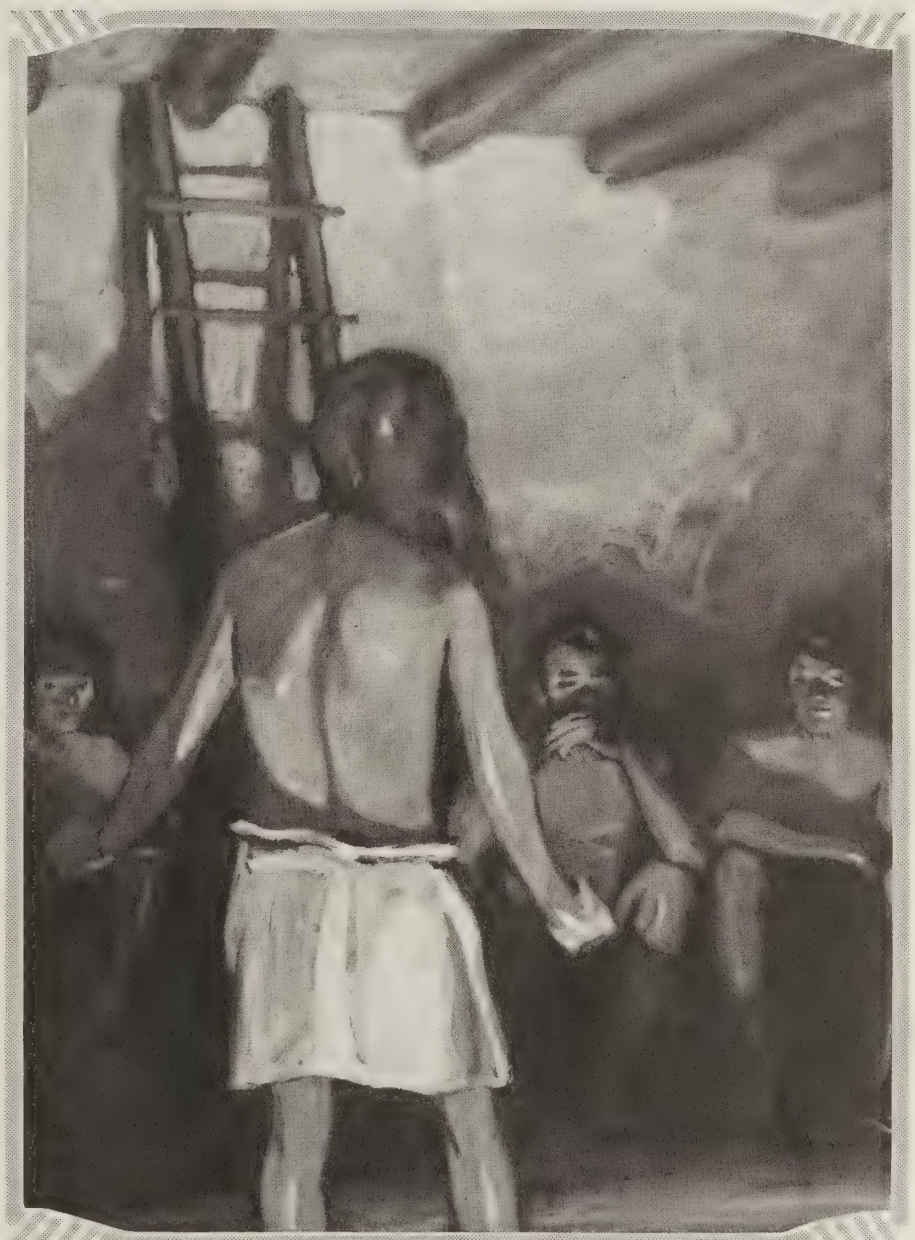
"The first man-woman was the child of the sun and the laughing water," the old man said finally, "and a mighty hero. Even now he comes to earth in the dances. You may see him at the next *Kachina*."

By this time seven-year-old Moongwe was squatted, listening. Here was a marvel,—a man-woman who was a child of the gods, and a hero! Yet in the Hopi villages such boys as elected to don female dress and grow up into men-women were drudges, doing the hardest work.

"This hero once fought a great fight, and went home with the Hopi people to feast," the clan father went on, "but he became so noisy, so quarrelsome, that the rulers caught him and put women's clothes on him to tame his spirit. He was the first man-woman."

"But I am never quarrelsome or noisy," Moongwe returned to his own grievance, "why should they make a woman of me?"

The clan father looked humorously at the *manta* in the dust. "Peace, thou splinter," he said. "Has your mother any daughter? Any child but Moongwe? If you were to grow up a man, what would happen when the time came for you to marry and go to the home of your wife, and be your mother's son no more?"



"You can do this thing to me because I am one, and you are many," Moongwe said thickly, "but when it is done I will kill myself. What will it profit my mother and the clan then?"

Moongwe choked and struggled with the big proposition. A Hopi boy loves his mother, and his descent is counted through the maternal side. To the woman belongs the house, fields, flocks, children—but when her sons marry they go to the clan of the wife and are lost to their mother. Before Moongwe's birth his father had deserted the mother because of the blindness which came upon her, and the child was her only hope. She prayed it might be a daughter who would never leave her, and when a son was born she owed him from infancy to the bleak, self-abnegating life of the *takawukti*, or man-woman—that anomalous creature who, twenty-five years ago, lived in every Indian pueblo—the village drudge, wearing as his badge a woman's dress.

"I have done what my mother told me, even to wearing this cloth over my shoulders—till today," Moongwe said after a minute's thought. "But little Tereva laughed at me. I could not bear that."

"No one need laugh," rejoined the old priest, "and if you are a good man-woman you will be honored in the councils."

"I will not be honored," Moongwe announced with resolution. "When the day of my choosing comes I will tell them that I shall kill myself if they try to make a man-woman of me."

The priest frowned.

"The *kachinas* will whip you if you talk like that. Go—see how your mother toils up the stairs with her *olla*." He pointed to where the blind basket-maker climbed the steep way toward the rim of the mesa. "And when the time comes for you to choose you will know that those who love others better than themselves are willing to give up their own happiness. You will be a man-woman."

Silently Moongwe bent and picked up his square of cloth, adjusted it with trembling fingers, and, still in silence, he climbed the trail and led his blind mother home.

* * * *

The years that followed found Moongwe never forgetting the words of the clan father, even though there were rebellious plans in his heart. He had called himself a man at seven, but at fourteen his people rated him so, and it was time for his choosing, for him to say whether or no he would live a man's life, taking a wife, and leaving the blind mother in her empty home.

He was a beautiful boy, straight of limb, with thick, shining black hair, and dark eyes that had begun to glow with soft fires. The men of the pueblo, seeing how goodly he was, jeered at the thought of his being made into a female slave, and they would cry after him—"Moongwe, thou art a man, not a woman."

And there was Tereva: a tall girl now, slim, starry-eyed. She might have put her hair up, and sought a husband, but she waited for Moongwe. His hated position as a fore-doomed man-woman brought her closer to him: and they talked of the time when he would have cast off his yoke—when they could be married and live in Tereva's house.

But Moongwe reckoned without the old women who are the mighty silent power behind every movement of his people. They feared to have the burden of the blind basket-maker upon them when Moongwe should be wedded and gone. A daughter must be made of the son, and they planned that Moongwe be sent to the Kiva for a lesson, urging the clan father to deal strongly with him.

"Leave this child to me," said the old man, whose wrinkles almost hid the glint in his eyes. "Let him fast while the sun goes three times across the heavens, and then bring him to me at the Kiva."

They fetched him to the priest at evening. Tereva, watching him go, made haste to fill the small bowl with the offering of meal which the Hopi girl carries to the doorsteps of the woman whose son she would wed.

At first, down in the Kiva, Moongwe listened to everything sullenly. He had fasted for three days, and in that time sleep had visited him but sparingly. He was dizzy, sick, confused. About him the elders of the clan smoked and talked, while the wretched boy thought of the great festivals when the youths are initiated into their clans, and of how the teams come up to mesa laughing, the women and children meeting them with melons, fruits, and with freshly roasted ears of corn. Would he be standing among the women when the victors came in? He broke forth with the loud rebellion of the weak.

"You can do this thing to me because I am one, and you are many," he said thickly, "but when it is done I will kill myself. What will it profit my mother and the clan then?"

But the old men had seen the insurgence of youth before. They let the boy rage until, heart-sick, he lay on the Kiva floor, exhausted from his piteous defense. Then age and wisdom spoke to him, chanting the song of the first man-woman, the Kiva drum adding its throbbing note like a heart-beat. The song had come to that place where the first man-woman, who was a god and a hero, speaks. Moongwe was listening, when far away in the night a great voice hailed, and the circle hushed itself to listen.

Silence.

Then once more that long, heart-shaking call came down the wind and filled the Kiva.

"*Ah-ho-yo!* Who calls?" intoned the Master of the Kiva.

The reply was nearer. The big voice rang and rolled with mighty reverberations, filling the underground chamber, and crying:

"Moongwe, is he there? I have a word for him."

Drum and notched stick burst into clamor.

"*Ah-ho-yah! Ho-yah!*" roared the chorus about the fire. "Enter, son of Tawa. Come to us, first born of fire and water."

Moongwe groveled on his face. When he looked up again a wonderful being was coming down the ladder. Ten feet tall was the apparition to Moongwe's eyes, tall and like a cloud in a pearl-white blanket, and tall *kachina* mask.

And now, standing in their midst, the being sang the song of those who so love parents and clan that they make themselves female slaves—the song of the man-woman—the son-daughter.

Is it strange that the fourteen-year-old boy made his promise to this supernatural visitant before it left the Kiva?

* * * *

Dawn was chill and white over the roofs when Moongwe crawled up the ladder to find his mother waiting for him. She caught him in her arms, and supported him, his head on her shoulders. He did not look up when hurrying steps came down the way, and Tereva stopped beside them with the bowl of sacred meal—the offering that was to be the first step to their betrothal.

Night had come on the wings of a storm. From the Kiva came the throbbing of the drum. There danced Hanu, who thought to wed the owl's chosen

The blind basket-maker turned, clasping Moongwe close, and divining with outstretched hands what the girl carried.

"Pass on," she said to Tereva. "There is no son in this house."

"Oh Moongwe," the girl cried, the bowl slipping from her fingers, "is this the way you keep your promise?"

A little way the boy raised his head from his mother's shoulder.

"She has told you the truth," he spoke in a voice dragged from the pit of despair. "From today Moongwe is a woman, and his mother's daughter."

* * * *

Years dragged by. The blind mother was dead; the old clan father long gone to his rest. On the day when he denied his manhood and her, Tereva had fled across the desert to her father's clan.

What matter after that, how he learned that when the elders of the clan held their disillusioning ceremonies, the supernatural counselor was but a trained singer and dancer from a neighboring pueblo? Tereva was gone. His fate was sealed.

It was not until, in after years, when Tereva came back to Oraibi unwed, that Moongwe saw the possibility of breaking his bondage. Then, a great heat seemed to pour into Moongwe's heart—he felt that for Tereva he might dare.

Moongwe came slowly to action. The clan was urgent that Tereva should wed, and she was "grinding the meal" for Hanu's mother before Moongwe had fully made up his mind what to do. He offered, as the custom is, to "grind for the bride," and being rated as a woman was allowed to kneel beside her at the meal bin. Despite his woman's dress Moongwe was all male, and he stole sidelong glances at his companion, whispering to her as they labored, for the long room was full of women, gossiping about the wedding.

"Is Hanu the husband you would have chosen?" he demanded of Tereva.

"You know he is not?" she breathed in sudden passion. Then, in despair, "But it is done."

"It is not done," Moongwe's face flashed into triumph. "Listen, Tereva, in three days is your wedding feast. On that night while the young men dance in the Kiva the gods will send you the husband of your choice. Will you answer when the owl comes tapping at your window?"

She could not speak, one of the old women had risen from her sheep skin and stood beside them, but Moongwe knew her answer.

Alone in his house, three days later, while the men of his tribe danced the ancient play of courtship, Moongwe listened till the sound of the drum told him that the men had entered the Kiva. His breath came swifter as he crept to the corner of the room and brought out the clothes he had secretly accumulated since Tereva had returned to the pueblo. There were corduroy trousers, flaring from the knee, and trimmed with flashings of silver. There was a black velveteen shirt, its collar silver bordered too, and a belt of massive silver plates. The trader from whom he had got these had also provided a good pony that would carry double. Across the desert there was work for Moongwe, and a man's position.

Night had come on the wings of a storm, and stepping from his door into the tempest, Moongwe saw the light in Tereva's window, while from the Kiva came the throbbing of the drum. There danced Hanu, who thought to wed the owl's chosen. Moongwe laughed far down in his throat.

He crossed the street, and, looking through the window, beheld the bride in her snowy blanket. About her drowsed the women of the clan, waiting for the men to come from the Kiva and feast with them. Moongwe caught a handful of earth and cast it through the opening. It fell at the bride's feet. She rose, and moved slowly toward the door.

"Whither goest thou?" an old woman asked sleepily.

"To see if the moon is risen so that my bridegroom may come," Tereva answered unsteadily.

"Ah!" cried the old woman, "was ever so eager a bride?"

The others wakened enough to laugh, and Tereva, taking the door in her hand, opened it trembling. She pulled it shut behind her, and groped forward.

"Is it thou?" she breathed. "I am frightened. This is an ancient law which we break."

As she spoke, his arms were around her, hurrying her to his pace.

"Oh, Moongwe, how beautiful you are in your man's dress, how strong and brave," she whispered as they crossed the bar of light from the window. "What should I fear in your arms? Take me where you will."

Still stands Oraibi, but in all the seven streets of the pueblo you will look in vain for the house of Moongwe, for it was laboriously razed. Far away, in the country of the Lagunas, there is living today an old man and his faithful mate—a famous teller of tales, this Moongwe, and none do his hearers love so well as the story of his own rebellion and escape.

And in no Hopi village today is there a man-woman to be found. But the custom dies hard; the Zunis hold to it, you will hear of a few men-women among the Lagunas: but of his own people, the Hopi, Moongwe, the owl, was the last.

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

MUCH is said about how easy it is to drive a motor car, but very little is said about the real *art of driving*. Perhaps the tendency has been to talk too much about simple control, natural steering and easy shifting of gears, and not to lay enough emphasis upon the fact that it is one thing to be able to drive a motor car and another to be able to drive *efficiently*.

Suppose that you were to ask one hundred average motorists this question: "Are you a good driver?" Without hesitation, each would say, "Absolutely." And yet if you were to examine that one hundred in the fine points of driving, not more than two or three would deserve to be qualified as expert drivers. Not more than that number could show by their driving that they were getting out of their cars all that manufacturers were putting into them. And most of them would demonstrate that they were either abusing some particular feature or neglecting to use some other part that the manufacturer had developed for a definite purpose. Except for acquiring a certain ease, which comes with practice in anything, most motorists are but little better off as drivers than they were when they started.

AS we said, perhaps it is the manufacturer's fault. It is possible that we have made our cars so simple to operate that the average driver does not think there is anything more to driving than to steer, to shift gears, to use the accelerator and to get in and out of tight places.

But the truth is that as soon as one has mastered these fundamentals, the act of mere driving ends and the art of driving begins. And one can advance as far as one wishes in the art of driving.

Driving is a science, just as farming, running a store, or cooking is a science. One can manage to get along pleasantly, safely and in a matter-of-course way without giving it a great deal of thought. But the man or woman who gains the most in comfort, convenience and economy, is the one who is constantly endeavoring to improve his or her driving.

The good motorist is always looking for new methods that he can apply to his own driving. He learns how to drive with safety over strange roads, how best to make both right and left turns in the country as well as in the city, how to go down steep grades, how to start and stop on grades, how to approach strange or dangerous crossroads or railroad crossings, how to drive over the tops of hills, how to negotiate sand and mud, how safely to pass vehicles going in the same direction and how to meet those approaching him. These are but a few of the things which a driver can do in the common way or the expert way.

If he does them in the expert way, he is an efficient driver. Not only is he getting the most out of his car, but he is being the easiest on his car. And at the same time, he is driving safely and not endangering his life and the lives of his passengers, as well as the lives of other motorists and pedestrians.

WITH motor cars increasing in numbers so rapidly, the need for efficient driving universally is really great. The man who is inefficient in his driving is a far greater liability to his community than the efficient driver who speeds.

Since the days when fifteen miles an hour was the top speed of a motor car, most of us have connected fast driving with danger. We see a car hurrying down the street at more than the usual rate and we say that the driver is careless. If brought into court, he would no doubt be branded as reckless.

As a matter of fact, the fast driver may be a lot safer at large than the inefficient driver who creeps along at a snail's pace.

Just recently a famous race driver was seriously injured in turning out to pass a wagon on a country road. He had driven in hundreds of races and on all kinds of tracks without a mishap. Yet, in driving along a country road at a moderate speed, his efficiency as a driver was not displayed. And an avoidable accident resulted. He simply failed to practice the things he had learned in handling motor cars.

AS another illustration, we know of an experienced motorist who had occasion to make a trip of about 140 miles with two different drivers. The first driver covered the distance under ideal weather and road conditions in about five hours. The second driver made the same trip during a rain, when the roads were slippery, in less than four hours. And the second journey was by far the safer.

Why? Simply because the second driver was efficient. He had his car under control at all times. He did not make a move that he knew would not turn out just exactly as he expected, such as in passing other vehicles and in approaching and making turns.

The first driver was uncertain, he took chances when he had no right to do so, and when conditions were in his favor he did not make the best use of them. He had progressed but little since the time he first learned to drive a motor car.

How many of us are real students, anxiously trying to find out how we may improve our driving? How many of us are giving this important art the attention which it deserves?

Careful analysis would show, no doubt, that no other thing, which affects so many lives in so many different ways, is receiving such little consideration as the driving of motor cars. Accepting the operation of cars as a simple task, we overlook the possibilities which it offers.

WE are not attempting to defend fast driving. That is dangerous or not according to the man behind the wheel. No one could reasonably uphold speeding or any other kind of driving when the driver in question did not practice the fine art of motoring.

What we have in mind is a wider and more extensive application of the principles of right driving, which includes much more than strict obedience to traffic regulations.

We would like to see more fine driving, more real thought on the part of drivers and more kindly treatment of other motorists. These things are possible and they are bound to come eventually. If they were here today, how much better driving conditions would be for all of us! How much more marked would be our courtesy to our fellow motorists! And courtesy, as the safety slogan says, prevents accidents.

As for ourselves, we would be satisfied if motorists generally showed the improvement in driving cars that manufacturers have shown in developing the control and operation of their products.

# A Whole Continent is Open to the Buick Owner

WITH spring rapidly merging into summer, motorists everywhere are beginning to feel the call of the open road. Plans are being made for long, enjoyable vacation tours as well as equally enjoyable shorter trips, and pleasant experiences of the past are being recalled.

Buick owners are particularly happy because they know that the proved qualities of their cars enable them to plan the most extensive trips with the assurance that their cars will insure accomplishment with ease and comfort.

It is the thorough dependability of the Buick as well as its solid comfort and ease of driving that makes it ideal for tours of every kind. It requires a minimum of attention and leaves the tourist free to enjoy his trip to the fullest extent.

Buick Authorized Service, too, plays its part in making trips thoroughly enjoyable because, while it is seldom needed, it is always close at hand to afford the motorist expert attention and to assist him in a score of different ways.

The wide opportunity for enjoyment that a Buick affords is reflected in the account of a 2,500-mile trip made by Mr. D. H. Mosher, of Salem, Oregon.

"Our tour took us through Yellowstone Park by the Old Oregon Trail, through Boise to Pocatillo, then north to the west entrance of the park, and home by way of Butte, Missoula and Spokane," he writes.

"The altitude at Salem is 161 feet. At the top of Mount Washburn it is 10,388 feet. We made this entire climb with ease. There were only four cars at the summit that day and three of them were Buicks. While we were enjoying the scenery from this unique point we noticed five automobiles far below us on the road that winds through Dunraven Pass. On descending we found that these cars were being pushed along by the passengers. None of them was a Buick. On our way home we were delayed by cars that had been unable to make the grade and saw others that were being towed but never a Buick among them.

"This is my second Buick. I have driven it 13,000 miles and have never had it in a garage for repairs, and it runs as smoothly as it ever did. I have fully decided that if I ever wear this Buick out I will buy another for I believe that dollar for dollar the Buick is the best car made today."

Two Buick owners, Mr. A. C. Scott and Mr. I. J. Rossman, of Waupun, Wisconsin, recently made a 3,800-mile trip in their Buicks without experiencing the slightest engine trouble. Their trip also included Yellowstone Park and they had no trouble on the steepest grades, including Mount Washburn.

Two Buick owners, Mr. A. C. Scott and Mr. I. J. Rossman, of Waupun, Wisconsin, each driving his fourth Buick, near the Hoodoos, Silver Gate, Yellowstone Park

The story of another interesting Buick trip is related by Mrs. I. A. Needham, of Auburn, California.

"This trip was accomplished without five cents' worth of work for engine repairs, and it included travel over all kinds of roads and sometimes no roads at all," she writes. "We traveled from the northeastern part of California, down the coast to Los Angeles, and across the desert to Arizona. From there we journeyed to St. Louis and from there back to our starting point.

"Our party consisted of five persons and we carried baggage that consisted of five army cots, fifteen army blankets, an army tent, a large-sized tourist camp-stove, cooking utensils and much other material.

"After our return we had the car cleaned and it still runs like a bird."

Mr. and Mrs. Harry H. Kaufman, of Pratt, Kansas, tell of an interesting trip in a four-cylinder Buick. They covered 5,546 miles during an eight weeks' tour through the West. The car has never been in a garage for repairs.

They crossed the desert in Arizona twice, and were never stopped by the deep sand although they aided in pulling out several larger cars. Crossing the mountains proved easy for the Buick and it had plenty of reserve power.

Mr. A. M. Welles, of Worthington, Minnesota, the owner of a six-cylinder Buick roadster, made a 1,600-mile tour through southern Minnesota, Iowa, Illinois, Indiana, Michigan and Wisconsin in sixteen days without the slightest motor or tire trouble. His roadster still looks as good as new. Mr. Welles is nearly 70 years old but can hold his own with the best motorists.

Rev. John A. Mowan, of the Canadian Presbyterian Mission at Hwaiking Fu, Honan Province, China, found a Buick particularly valuable when he returned to America for a short visit. The Buick made it possible for him to cover a great amount of territory and to visit friends whom he could not have seen otherwise.

Writing of his experience, he says: "We left China and went to Los Angeles to visit my brother. While there we bought a six-cylinder Buick and I took my first lesson in car driving and practiced a few days on the streets of Los Angeles. We then left for Seattle and Vancouver, camping out all the way. After a week spent in each place, we left Seattle for Yellowstone Park, spending eight days there and climbing to the top of Mount Washburn with our whole camping equipment. We then traveled east to Bridgeport, Connecticut, and from there to Montreal, Canada.

"We were out to see the country and so did not try to make record runs. We found by experience that we could use less gasoline than at first planned. From Los Angeles to Montreal we did not take one meal in a hotel or restaurant but camped out all the way. We made the whole trip for considerably less than if we had attempted to do it by rail. I found that it was simple to learn how to run the car and that it was inexpensive to keep

This picture shows Mr. D. H. Mosher, of Salem, Oregon, and his party during a tour in their Buick on which they covered 2,500 miles without trouble of any kind

Climbing to the top of Pike's Peak in their Buick was one of the pleasant incidents in a tour made by Mr. and Mrs. Harry H. Kaufman, of Pratt, Kansas

Although he had learned to drive only a few months previously, Mr. Ellwood Harvey, of Wilmington, Delaware, piloted this Buick on a transcontinental tour without difficulty. He is shown here with Mr. J. A. Bierman, who accompanied him

up. It also gave me the feeling of having a great reserve in power that could be used in an emergency.

"Apart from several short detours we found the roads wonderfully good."

Buick passed triumphantly through a severe test when Mr. Ellwood Harvey, and Mr. J. A. Bierman, of Wilmington, Delaware, made a transcontinental tour through thirty states.

"Leaving Wilmington in my Buick roadster, we passed through Omaha, Denver, Salt Lake, Portland, San Francisco, Los Angeles, Phoenix, El Paso, New Orleans, Jacksonville and Miami, and then back to Wilmington," he writes. "We traveled from sea level to an altitude of almost 12,000 feet, through gumbo, clay, desert sands, over mountains and through swamps without the slightest mishap.

"Considering the fact that I had never even steered a car until a few months previously, I consider the car's performance wonderful. The only necessary work on our return was the tightening of a few nuts.

"I feel toward this car like one feels toward a tried and true friend. It takes you there and it brings you back," Mr. Harvey declares.

This party accompanied Mrs. I. A. Needham, of Auburn, California, on a tour of California and the West in her Buick. The car, although heavily loaded, accomplished the entire trip without five cents being spent for repairs

VALVE-IN-HEAD Buick MOTOR CARS

Buick made possible an enjoyable vacation for Mr. L. H. Vaughn, of Columbus, Montana. Referring to a trip through Yellowstone Park, he writes: "A trip through the park is a real test for a car as they have long, steep climbs to make, but we did not find any Buicks stalled although many other cars could not make the steep grades."

The stability of Buick was proved during an 11,020-mile trip made by Mr. and Mrs. J. W. Eckhart, of Rochester, New York. With a four-cylinder Buick touring, they left Rochester and drove over the Yellowstone Trail to Cleveland and thence to Columbus. They then continued their journey to the Pacific Coast, crossing mountain and desert without any difficulty. They spent only ninety cents for repairs.

"Having driven my Buick 11,020 miles over mountains, through water and mud and on all kinds of roads, I can see no other car that I would take to make a trip like this," Mr. Eckhart writes.

Mr. Victor Spence, of Redlands, California, writes of an interesting trip in his Buick. "We left Grand Forks, North Dakota, with five passengers and luggage," he relates. "We came over the southern route from Grand Forks to Redlands, which, figured from the speedometer reading, is 2,562 miles. Road conditions were fairly good except for intervals of new grades and detours. Oil and gasoline consumption was very low and there was no other expense. We made the trip in eleven days."

Buick is the best four-cylinder car that Mr. Walter Luxton, of East Lynn, Illinois, has ever driven, he writes, after a 1,908-mile trip through the Northwest. Starting from his home he went to Chicago over the Dixie Highway through Evanston; Milwaukee, Wisconsin; Mankato, Minnesota, and arrived at Frankfort, South Dakota, without the least bit of trouble. His aged father made the trip with him.

All these enjoyable tours are typical of the possibilities that are afforded to the Buick owner. Wherever roads lead, the Buick will carry the motorist safely, comfortably and surely.

This is Mr. A. M. Welles, of Worthington, Minn., and the Buick Roadster in which he made a 1,600-mile tour of the Middle West. Mr. Welles is nearly 70 years old and finds motor touring a most enjoyable pastime

# *Summer has New Meaning to the Owner of a Buick Sport Model*

SPARKLING with light and color, this Buick Model 55, like the other Sport Models, literally embodies the spirit of summer. Its long, graceful lines, roomy comfort and rich appointments all aid in making it the ideal companion for every sort of outing.

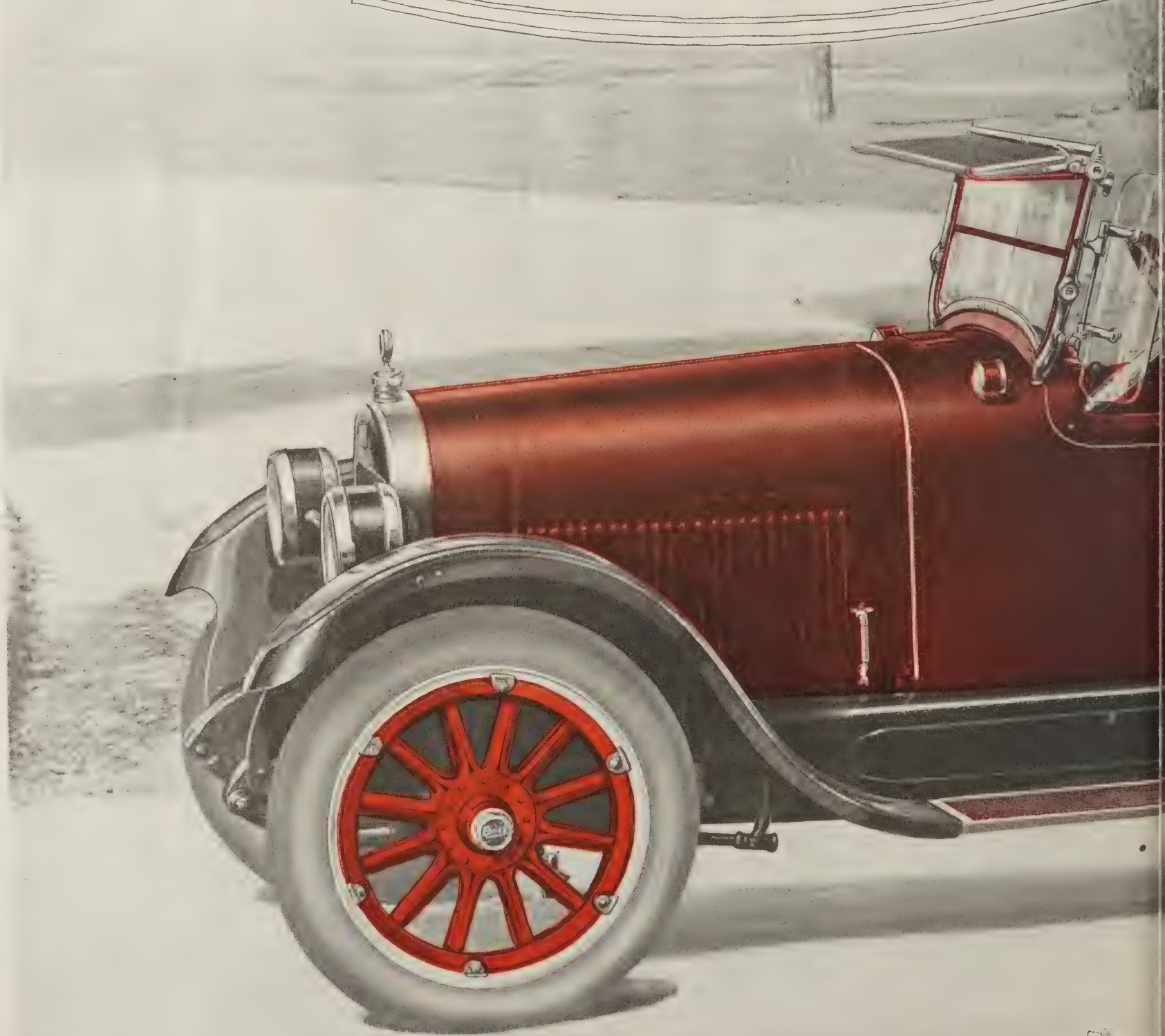
With top lowered, it is ready for an eager, spirited spin beneath blue skies, where the soft, vagrant breezes and the clear, exhilarating air can be enjoyed to the utmost.

Because Buick Sport Models so greatly enhance the joys of summer, many motorists, who have been using closed models throughout the winter months, are now buying these distinctive open cars, that are so adaptable to every need.

Complete harmony with the spirit of summer is reflected in every line of the three Buick Sport Models. The week-end trip, the cross-country run and the spin to the seashore take on new meaning when they are made in one of these cars, so truly representative of Buick value and dependability.

| | |
|---|---|
| 2-Passenger Four Sport Roadster . . . . . | $1025 |
| 3-Passenger Six Sport Roadster . . . . . | 1625 |
| 4-Passenger Six Sport Touring . . . . . | 1675 |

*f. o. b. factories*



VALVE-IN-HEAD

# Buick

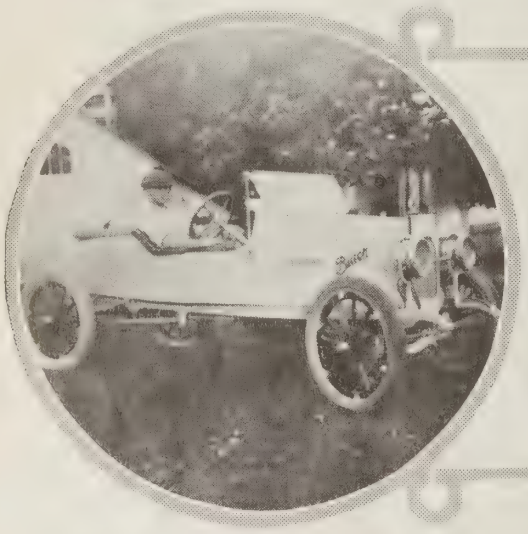
MOTOR CARS

# Time Proves the Enduring Quality of Buick

CONSTANT use for several years is the only test that can determine the durability and stability of a car. Buick has met this test so consistently and so well that there is no room for doubt as to the enduring qualities built into each model. Time merely serves to reveal the value of those qualities.

In all kinds of weather, and on all kinds of roads, Buick owners have found that their cars give complete satisfaction and that even after several years of steady use the cars remain reliable, efficient and economical. That is why owners regard Buick in its true light—as an investment in uninterrupted transportation. They know it will meet their motoring needs in every respect.

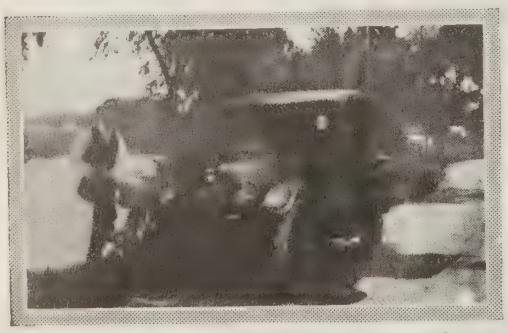
AFTER driving 2,117 miles, Mr. Erastes M. Thompson, of Bricelyn, Minnesota, climbed the gravel hills near his home with six persons in his 1919 Buick. These hills are within six feet of being the highest in Minnesota, but the Buick climbed them with ease



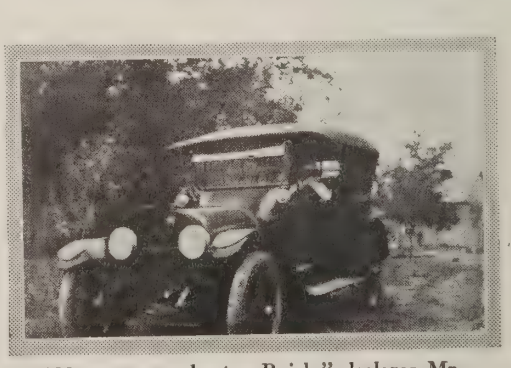
THIS is a five-passenger Buick, purchased in 1913, and on which its owner, Mr. Howard M. Dunn, of Mt. Orab, Ohio, has built a speed body. It has run nearly 75,000 miles on all kinds of roads. The engine still runs smoothly and the car is giving satisfactory service in every way

THIS Buick, purchased by Mr. J. R. Shackleton, of Boone, Iowa, in 1913, has traveled more than 50,000 miles in its ten years of service. It has never had a new coat of varnish but still compares well with many newer cars. "Naturally my next car will be a Buick," Mr. Shackleton writes

THIS Buick, purchased in 1919 by Mr. John H. Thompson, of Madison, Ind., has fittingly upheld the Buick standards of durability and satisfaction. Its easy driving quality is indicated by the fact that Mrs. Thompson frequently drives the car although she weighs only 85 pounds



BOUGHT in April, 1919, this Buick, owned by Mr. Philip S. Gray, Hankinson, North Dakota, has traveled about 22,000 miles on all kinds of roads and in all kinds of weather. It has never been in a garage for repairs



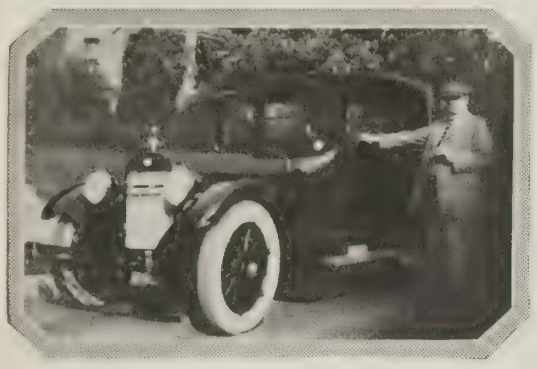
"NOTHING can beat a Buick," declares Mr. Martin Englebert, of Beloit, Kansas, who has driven this 1914 model more than 45,000 miles. He has never had to remove the crankcase

VALVE-IN-HEAD Buick MOTOR CARS

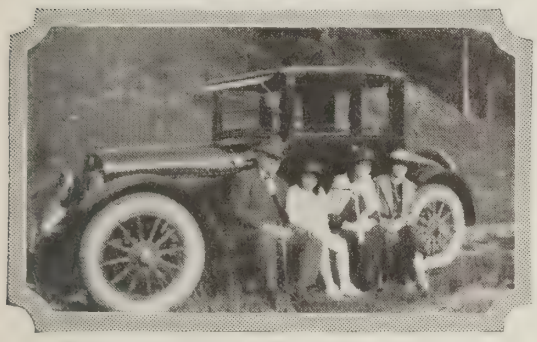
PURCHASED in May, 1916, by Mr. F. B. Monroe, of Battle Creek, Michigan, this Buick is still in fine running condition. It has been driven more than 35,000 miles with little expense for repairs and has proved very economical in the use of oil, gasoline and tires

USED constantly since 1917, this Buick is giving the best of service to its owner, Mr. Arthur B. Hatch, of Morrill, Maine. "I am proud of my Buick," he writes, "because it is still in such good condition after such hard service"

# Correct Design Makes Satisfaction Complete



"The riding qualities are marvelous and the smooth purr of the engine is music to the ear," writes A. R. F. Grob, M. D., of Milwaukee, Wisconsin, who is shown here with his 1923 Coupe. This is his third Buick. He regards it as the most beautiful and luxurious car on the road



"Buick beats them all," declares Mr. R. H. Craig, of Henderson, North Carolina, who is shown here with his family and their Buick Coupe. Mr. Craig is superintendent of the Harriett Cotton Mills. He was one of the first car owners in the state

Not only are durability and long, satisfactory service assured when you buy a Buick but there is the knowledge that you have a car correct in design and finish and up-to-the-minute in every detail.

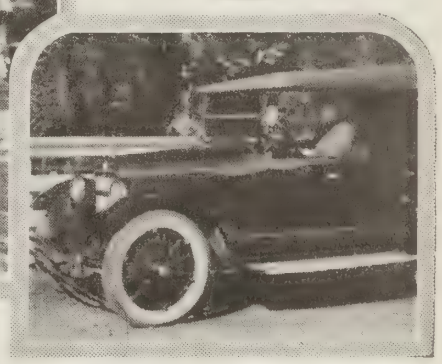
This is well expressed by Mr. A. A. Houghtaling, head of Houghtaling's Department Store, at Charlotte, Michigan, who writes: "My 1923 Buick Coupe is, in my mind, the very last word in a finished product. The Buick was not the first car that I purchased but it was the first car that did the things I had so often wished in an automobile. I have owned five cars, my last two being Buicks, and while I thought I enjoyed my previous cars, I did not know what a real, honest automobile was until I bought my first Buick.

"Service by Buick dealers is the best that can be obtained, but the beauty is, that the very least service is needed with a Buick. They are so perfect mechanically and give such satisfaction that they literally service themselves."

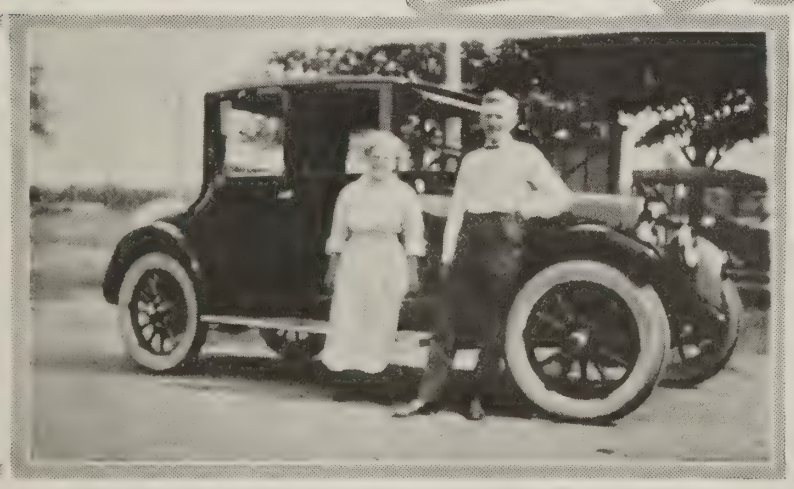
Mr. Houghtaling's experience has been duplicated by hundreds of Buick owners in all parts of the country.

This is Mr. William Eskew, typographic printer of Portsmouth, Ohio, with his fifth Buick. "You cannot say too much for the 1923 models," he writes, "I am in love with my latest Buick"

This is Mr. A. A. Houghtaling, of Charlotte, Michigan, with his 1923 Buick Coupe. He is head of a large department store and needs a car that requires a minimum of attention. "The ease and comfort of operating and the small amount of upkeep necessary were the leading factors in making a Buick my choice," he writes



Buick hill-climbing ability, acceleration and its smooth running are qualities that appeal particularly to Mr. Theodore J. Whelan, of Dubuque, Iowa, who is shown here with his Buick Touring

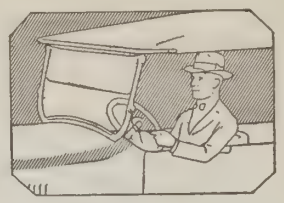


This picture shows Mr. and Mrs. J. S. Koelliker, Conneaut, Ohio, with their fifth Buick, a 22-Six-48. All his Buicks have given him complete satisfaction and he now anticipates buying a 1923 model. Only another Buick can satisfy this owner

"My first car was a Buick, my second car is a Buick and if I ever buy any more cars they will be Buicks," writes Mr. J. W. Simmons, of Barberton, Ohio, who is shown here with his seven-passenger Buick Touring

# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars



## Making Carburetor Adjustments

TO insure a smooth running engine, giving a maximum of service and gasoline economy, it is advisable to pay careful attention to carburetor adjustments.

Noticeable changes in climate or temperature will not affect the performance of the Buick if proper care is given to such details. Frequently such an adjustment not only means more satisfactory operation but effects a saving in fuel as well.

At the time the owner is having a carburetor adjustment made it is good practice, if it has not been taken care of previously, to clean the strainers in the top of the vacuum tank and in the standpipe in the main gasoline tank, and also to clean the strainers in the carburetor. The vacuum tank should be drained to assure freedom from water or sediment and it is also advisable to drain a small quantity of fuel from the main gasoline tank for the same reason.

On the 1922 and 1923 models, on which the carburetor is constructed with twin tubes connected to the main exhaust line, three settings are provided to control the flow of heat to the carburetor. These settings are described in detail in the Buick Reference Book, which accompanies each car. Generally speaking, Heat Setting Number One, also called "winter setting," can be used throughout the entire year, although conditions may arise in extremely hot seasons or hot climates where it will be advisable to use Heat Setting Number Two or the so-called "summer setting." When the carburetor is adjusted to meet summer conditions, it can be determined, depending on locality and usual atmospheric conditions, whether it is necessary to change from the winter to the summer setting of the heat control valves.

Heat Setting Number Three covers the closing of the small valve in the upper heat pipe and this setting should never be used except in extraordinarily hot climates. It is rarely necessary to close this valve and it should not be touched unless it has been found in extremely hot weather that the motor is losing power on the Number Two or "summer setting."

It is suggested that owners avail themselves of the service offered by the Buick Authorized Service Stations in having carburetor adjustments made.

# DOCTORS DESCRIBE WONDERFUL TOURS IN BUICKS

HOW a Buick was taken directly from the factory at Flint on a tour of 2,088 miles is related by J. W. Rogers, M. D., of Macon, Georgia. The car was a 1923 Six-cylinder Roadster.

"My son, Hunter, and I left by train for Flint, Michigan, with an order for our new car," the doctor writes. "We presented our order at the factory and awaited our turn. Men from every state in the Union were there with orders for cars. Every few minutes a new car rolled up to the office, a man signed a receipt and drove off, and another car rolled up for delivery to another man. From Maine to Florida, New York to California, men were there with orders for new cars.

"When our turn came we signed a receipt, got in our car and started on our journey home. At Detroit we put our car aboard a lake steamer and took passage for Buffalo, New York, an all-night ride. Next morning we drove off the boat into Buffalo, then on to Niagara over a finely-paved road. Soon the roar of the Falls was heard and we parked at the top of the cliff, just below this wonderful spectacle.

"Thousands of people were standing on the cliffs, gazing in awe on the wonderful sweep of water as it poured its mighty volume 250 feet over the cliff, to be dashed into foam on the rocks and to form again into a calmly flowing stream below. A small steamer carries excursionists clear under the Falls.

"The passengers are divested of hats and are covered with heavy, black slickers and cowls to protect them from the mist that is like a heavy rain, as the vessel plows its way under the Falls.

"After a pleasant time at the Falls we went back to Buffalo, a beautiful city; across New York State, through Syracuse to Albany on the Hudson River. Level paved roads all the way, lined with thousands of apple and pear trees, loaded with ripening fruit. There were the finest, largest tomatoes we ever saw; stands of them for sale at every farmhouse.

"At Albany we crossed the Hudson River and followed its course through Poughkeepsie, the city of learning; beautiful scenery all the way, prosperous towns; busy people; Yankee brogue; talked so fast we had to keep our brains working on high gear to understand them.

"Into the wonderful city of New York; crowded traffic; traffic police on every corner; get in a jam; go a few feet, stop; watch red and green light at crossings; green, go; red, stop; disobey, go to jail; signs say, 'Go slow and see our town; go fast and see our jail.'

"From New York to Long Island Beach at night; solid rows of autos; one line going, the other coming back.

"Then on to Philadelphia and Atlantic City by the sea; eight miles of board walks, lined with booths and buildings containing every kind of amusement to catch the nimble penny; bathers in the water; flying-boats; everything to amuse; beauty pageant; wonderful floats and costumes, queens, knights, courtiers.

"Back to Philadelphia; on to Washington, District of Columbia; visited the Terminal, Capitol, White House, Pan-American Building, Mint, Washington Monument.

"Left Washington for Staunton, Virginia, and on to Atlanta, and home.

"We had not a single puncture and no trouble with the car in this trip of 2,088 miles. Our Buick Roadster passed every car on the roads."

An interesting trip through the mountains of Tennessee and North Carolina is described by Robin Adair, D. D. S., of Atlanta, Georgia.

"Twelve miles out of Knoxville we had to make a detour, that had more mud and water in it than any road I have ever traveled, and I have gone through some tough experiences," he writes. "A cloudburst and myself arrived at the detour at the same time, which made traveling worse. We successfully forded a swollen stream and were delayed by other cars stalled on the road, but finally reached Knoxville.

"While there I went to see the Buick branch. Those in charge found my car in perfect condition and did several favors for me that were greatly appreciated. We had rain nearly the whole trip and found that the Tennessee roads need attention. All through North Carolina the roads were good, especially in the mountainous regions.

"My Buick seemed to have more power each day and never hesitated. I brought back the same air in my tires with which I started the trip. The car was not touched except for one minor adjustment.

"Everywhere that I asked if roads were passable the reply generally was, 'O, yes, you have a Buick. You can make it.' I like to drive a car that will stand the terrible punishment I had to give this one, and one that the public knows will 'make it.' "

The performance of Buick as described in these two lengthy trips is typical. Its dependability is what enables a motorist to enjoy a tour to the utmost. He knows that his car will meet all the varying conditions of road and climate successfully, he knows wherever he travels there is an Authorized Service Station nearby.

As these letters indicate it is seldom that such service is needed but the knowledge that it is always available does much to make a trip thoroughly enjoyable.

Many motorists, too, like Dr. Adair, find that the Buick Authorized Service Stations are always willing and anxious to help them in many ways in addition to inspecting their cars after a hard trip. Information as to road conditions, assistance in various motoring problems and in fact anything that will aid in making the tourist trip more pleasant is always willingly offered by the Authorized Service Station.

*Authorized*
*Buick Dealer Service*

EVERY BUICK Valve-in-Head owner is entitled to and will receive prompt and efficient service —the kind that will insure him the uninterrupted use of his investment. No matter where you go, there is a Buick branch or a Buick dealer close at hand prepared to give you intelligent attention

This is the new sales building of Mr. C. F. Brown, Buick dealer at White Plains, New York. In the thirteen years that he has been serving Buick owners, Mr. Brown's business has grown steadily until now he is the largest dealer in the city

# Authorized Service Means Motor Satisfaction

THE sincere desire of the Buick organization to give every Buick owner service that will insure him complete motoring satisfaction is evidenced by the men whom it selects to form its countrywide dealer organization.

In every instance they are men of the highest character and business standing in their communities. They hold the same ideals and the same spirit as the organization that builds the car. That is why the Authorized Service sign is a guarantee of attention that is as efficient and practical as the car for which it exists.

Buick dealers everywhere look far to the future. They conduct their business in a manner that means steady growth. They realize that their own interests are most truly served when they give to Buick owners prompt, skilled and courteous service at all times. They study the needs of the motorist. They seek new ways in which to serve him, and they maintain this attitude not only to the Buick owners in their own territory but to the tourist who is hundred of miles from his home. They place their knowledge of local road conditions and other matters at his disposal in order that his tour may be completely carefree.

The soundness of this policy is reflected in the growth and progress of scores of Buick dealers.

A striking instance of this is found in the case of Mr. C. F. Brown, Buick dealer at White Plains, New York. For more than thirteen years he has been giving Buick owners the service that is typical of Authorized Service stations.

As a result his business has grown steadily until now he is the principal dealer in White Plains. Carrying out the policy of giving the Buick owner the best at all times, he has erected a new service and sales building that enables him to look after the interests of Buick owners with still greater detail and efficiency.

Like other Buick Authorized Service Stations the building is a credit to the community in which it stands. Its equipment is fully in keeping with its outer appearance. That means that it possesses the special Buick machinery and tools that insure efficient servicing of Buick cars at a minimum cost and in a minimum length of time. This basis for satisfactory service is completed by a skilled personnel so that in every way this Authorized Service Station, like the others in all parts of the country, is prepared to meet every need of the Buick owner.

That is the reason for the growth of Brown's Buick service in White Plains; it is the explanation of the steady progress of other Authorized Service Stations and it is the reason for the steady expansion of the Buick organization as a whole.

Such well-equipped service stations would be of comparatively little value to the motorist if they were situated in only a few places, widely distant from each other. The value of Buick Authorized Service lies in the fact that it is always close at hand.

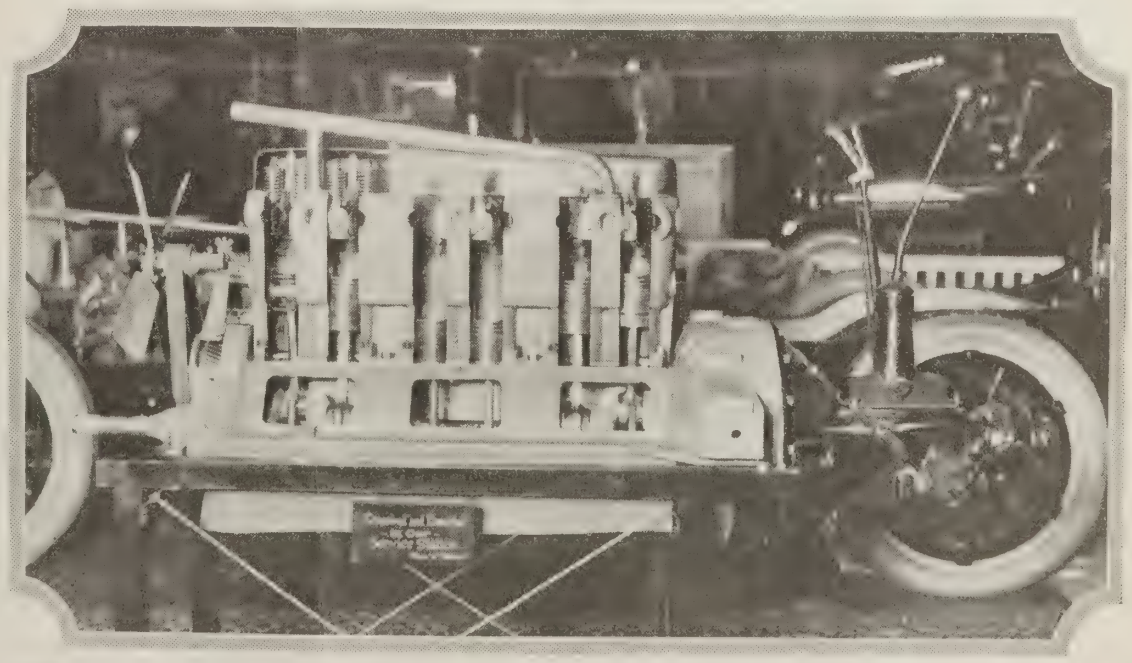
No matter where roads may lead, it is very seldom that the motorist is more than a few hours distant from Authorized Service. Even on the longest trips the Buick rarely requires much attention but the enjoyment of the trip is increased when it is known that skilled, satisfactory attention to the car is available on the shortest notice.

The satisfaction is increased when it is known that each Authorized Service Station exemplifies the same high standards of workmanship and is equipped to meet every motor need.

Evidence of the interest that Buick dealers take in the motorists' problems is found in the many unique methods that have been evolved to bring the merits of the Buick car before the motoring public. For instance, at a recent motor show in Atlantic City a most interesting exhibit was prepared by Hall and Gravatt, Buick dealers there.

A special cut-out Buick motor was assembled in their service station. This was designed so that a person could see at a glance the principles of Buick motor design that have placed it in the front rank of the industry. The principle of the Valve-in-Head motor was brought out with particular clearness by this method.

Hall and Gravatt show the initiative and desire to be of service that marks Buick everywhere. They are one more typical unit in the countrywide organization that insures complete satisfaction to the Buick owner.



This cut-out model of a Buick Valve-in-Head motor was made in the service station of Hall and Gravatt, Buick dealers in Atlantic City. It was on exhibition at the automobile show there and attracted much favorable attention

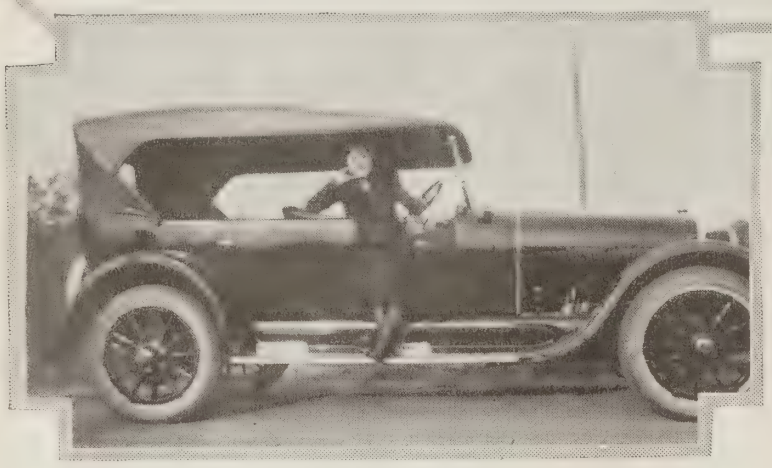
# Women find Comfort and Dependability in Buick

BUICK has won and kept favor with women owners and drivers because it is ideally suited to their needs. Combining handsome design and rich appointments with complete ease of control and driving comfort, it is a car that they can use for every occasion.

This is concisely expressed by Miss Eunice Badeaux, of De Ridder, Louisiana, who writes: "Because of the comfort and convenience it affords, combined with its dependability and ease of operation, Buick is a favorite among women drivers."

*The opinion held by this enthusiastic Buick owner is shared by thousands of other women*

BUICK popularity with women is indicated in this picture. This car was purchased in 1914 by Mr. M. A. Reese, of New Carlisle, Ohio, and since then has traveled thousands of miles over the hills in the southern part of the state but is still as good as the day it came from the factory, Mr. Reese says



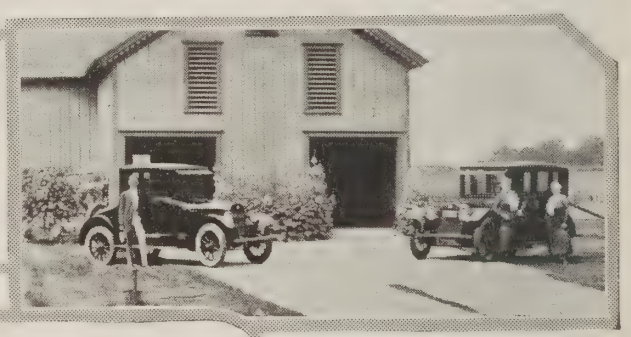
HERE is Miss Eunice Badeaux, of De Ridder, Louisiana, with her five-passenger Buick Touring. Because of its comfort and ease of operation, Buick is the ideal car for women, she declares

AFTER trying out many other cars, Mrs. Mattie M. Cozine, of Shelbyville, Kentucky, has decided that Buick is the best for all-around use. She is shown at the right with her 1922 Buick Roadster

# Buick Wins Exclusive Place in These Families

BUICK four-cylinder models are popular with the Herbert family, of Orangeburg, South Carolina. Mr. A. S. Herbert, his father, and his brother are shown in this picture with their Buicks. "Buick has always known how to build 'fours' and the latest are the best of all," Mr. Herbert writes

VALVE-IN-HEAD Buick MOTOR CARS

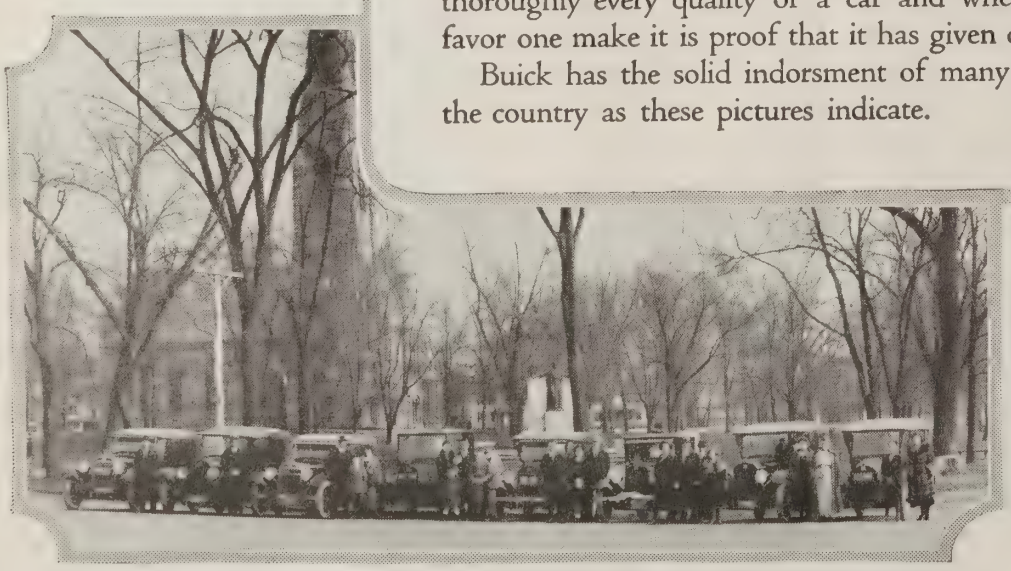


THIS picture shows two other enthusiastic Buick owners, Mr. and Mrs. J. A. Brigham, of Princeton, Illinois. They are so pleased with their cars that they cannot say enough in praise of them, they declare

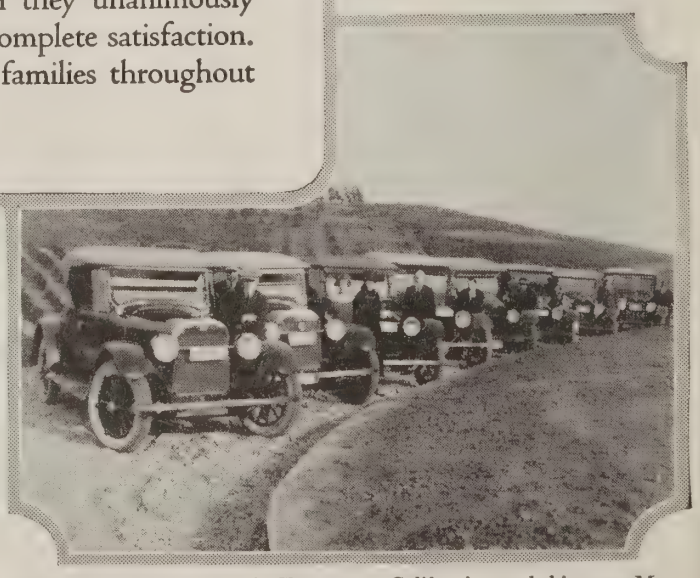
NOTHING could better demonstrate the fact that only another Buick can satisfy a Buick owner, than that Buick holds an exclusive place in many families. The wide range of models affords opportunity to satisfy individual preference in motor-car design and at the same time to retain the thorough dependability and satisfaction that are characteristic of Buick.

Members of one family have an unusual opportunity to test thoroughly every quality of a car and when they unanimously favor one make it is proof that it has given complete satisfaction.

Buick has the solid indorsment of many families throughout the country as these pictures indicate.



BUICK has won exclusive favor in the family of Mr. Joseph Rysinger, Sr., of Goshen, New York. This picture shows, from left to right: Mr. Joseph Rysinger, Sr., Mr. Joseph Rysinger, Jr., Goshen, New York; Mr. Richard Hill, Hackensack, New Jersey; Mr. Joseph Rombousek, Goshen; Mr. William Lewis, Maybrook, New York, sons-in-law; Mr. Frank Rombousek, Goshen, nephew; Mr. Frank Storms, Maybrook; Mr. Russel Snyder and Mr. Walter Snyder, Hackensack, sons-in-law



MR. A. P. Harwood, of Claremont, California, and his son, Mr. Frank H. Harwood, of San Dimas, recently purchased their tenth Buick. Mr. Harwood's son-in-law, Mr. B. A. Woodford, of Claremont, recently bought three Buicks. A grandson, Mr. Harwood Thayer, is another Buick owner

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# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

JUNE 1923 CENTS A COPY

Buick Motor Cars in Foreign Lands—*page 14*

GOVERNMENT HOUSE,
OTTAWA

February 28th, 1923.

Dear Sirs,

I am desired by His Excellency the Governor-General to inform you that you are authorised to use the words "By Appointment to Their Excellencies the Lord and Lady Byng of Vimy" in connection with your business.

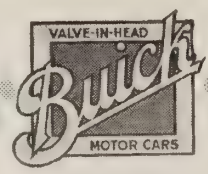
Yours faithfully,

R. Wolryt Gordon

Major,
for Private Secretary.

Messrs. The McLaughlin Motor Car Co., Ltd.,
OSHAWA,
Ontario.

The choice of Lord Byng of Vimy, the Governor-General and official representative of the King of England in Canada, illustrates again the fact that Buick is selected by those who are accustomed to the finest things and who are in a position to show marked discrimination in their selection of commodities.



# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

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Mailed under third class permit.

E. T. Strong, *Managing Editor*

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Vol. XI No. 6 June, 1923

# In Horse-Shoe Camp

By WOODRUFF CLARKE

WARD Talbott sank wearily upon a fallen tree. He was near the summit of the mountain, and the forests behind receded to a valley of vast extent, primeval, uninhabited. A shimmering river wound through the valley, and Talbott scowled as he looked upon it. Six days before that river had lured him from the summits in quest of placer-diggings. Now he was returning, unsuccessful, hungry, and lost.

After he had rested a few minutes he started on again, soon gaining the narrow crest of the mountain. There he stood, sinewy and strong, a young man of robust health and shrewd wits. He was dressed in overalls and flannel shirt, with a light prospecting pick and a revolver thrust through his belt, both constantly ready for use, for Talbott was of that adventurous band which had penetrated the reservation of the Moses Indians in Washington Territory.

As he stood there he noted the charred top of a tall burnt pine that rose to view, and his face brightened, for he suddenly knew himself to be close to one of his own claims, the very first one he had staked out. The nearest stake post he knew to be just below him, and, better still, he knew that he was but a couple of miles from the tents and shacks of the settlement of Horse-Shoe Camp. He strode noiselessly forward toward a spot where boulders projected from the ground, and where a white stake showed as the proof of his claim.

STAKE B
Southeast Corner Post
Quartz Claim—PILLAR OF FIRE
Located by Ward Talbott
May 25, 1920

The young miner smiled as he read this, and recalled the circumstances under which he had first discovered this claim. He had been hunting, soon after his arrival in the country, and had seen a dead pine burning brilliantly. He had made his way to the place and had found a deserted Indian camp by the side of a little spring. The abandoned camp-fire had ignited a dry bush, which had in turn ignited a dead, but standing, pitchpine tree. It was close to the site of this burning tree that Talbott had discovered silver float, and a few traces of ore in the rocks. This had encouraged him to stake out a claim, naming it the *Pillar of Fire*. When the mining district had been organized later on he recorded his claim, but he had never yet found it to be of real value.

After a minute, Talbott climbed down toward the center of his claim. Here were high walls of rock converging toward a massive platform which overhung the ledge wherein he had found ore. Suddenly he heard a horse whinny, and he stopped, surprised! Then there came to him the thud of a pick striking earth. There was no mistaking that sound. Somebody was working his claim!

Talbott drew his revolver from his belt and inspected it, cocking it quietly. His face grew very white as he stole forward until he reached a point where he could see his entire claim

Talbott drew his revolver from his belt and inspected it, cocking it quietly. His face grew very white as he stole forward until he reached a point where he could see his entire claim. Then, peering over the edge of the platform-like rock, he looked down on a man, who, pick in hand, was working in the loose earth.

Miner's rights on the frontier are sharply defined by custom, and peremptorily defended. Anyone who jumps a duly recorded claim does so at his peril, and common assent justifies the right of the owner of the claim to use force if necessary. Talbott raised his pistol and prepared to hail the invader when a new discovery silenced him.

The claim jumper was not taking ore from the claim! He was putting ore in!

Talbott saw that the man had turned over considerable earth running in a straight line down from the ledge on which Talbott stood, and that out of a sack the man was sprinkling the earth, covering this deposit with dirt.

The horse that Talbott had heard a few minutes before whinnied again and Talbott saw it now, a calico, or pinto, tied to a small tree. Talbott recognized that horse, and suddenly he realized the identity of the man who worked his claim. Also, he understood the situation better!

The man below was Mose Tannin, a hanger-on in Horse-Shoe Camp, known to earn his money by gambling and trickery. Two weeks before, during a talk about the evening fire in front of the hotel, Mose had offered to trade his pinto horse for the Pillar of Fire claim. Talbott had agreed, provided the pinto was delivered within three days. Mose had not brought the horse, therefore the bargain had fallen through, but evidently the gambler now assumed the ownership of the claim and was "salting" it for speculative purposes, planting in the soil silver float of a rich quality which would give an inexperienced person a false opinion of the value of the ledge above.

Talbott drew back and deliberated. He was half-disposed to call out and forbid any further trespass on his property, but curiosity prevailed. He kept silent, taking a position where he could peer down on the workman. He watched the care with which the fragments of ore were strewn through the soil, the skill with which the earth was packed down, the patience with which Mose brought water from the spring, and poured it over the surface, washing off the pick marks. This done, the trickster withdrew, climbing into his saddle and riding off down the mountain.

As soon as Mose was safely out of the way, Talbott climbed down and looked over the ground. At the base of the little bluff Mose had uncovered a ledge of syenite and silver bearing rock, out of which he had picked several bushels of ore of a very ordinary quality, which was now lying about on the edge of the chasm. Among this he had scattered ore of a higher grade but of similar formation, brought from outside, in the hope that it might beguile some buyer into paying a good price for the claim. It looked to Talbott like a flimsy fraud, not likely to impose on any person of intelligence.

He went forward to his center stake. Upon a stone at its base still lay the baking-powder can in which he had left his location notice—a method used in exposed places where paper, if nailed to a stake, would soon be destroyed by wind and rain. He found the notice un-

touched, and strode scornfully away in the direction of the camp.

It was nightfall when Talbott arrived in Horse-Shoe Camp, footsore and jaded, to join his partners where they sat 'round the evening meal. They greeted him warmly, consoled with him over the ill-luck of his trip into the valley, and fed him a cheering supper. After that Talbott went wearily to his blankets.

It was an hour later that a hand shook Talbott's shoulder, and a voice whispered: "Talbott, get up a minute; I've got something to tell you; get up."

The young man shook himself and rose on one elbow. He recognized the man as Stymer, the burly keeper of the log hotel. He rose, and followed the man outside.

"When I first came to camp you gave me half of your can of coffee," Stymer began.

Talbott sleepily remembered some such kindness. "What of it?" he asked.

"I made up my mind that if I could ever throw anything your way I'd do it, and now I know how you can make three thousand dollars."

Talbott was wide awake instantly. Tired of mining he would be glad of a single thousand, sufficient for him to return to his home, buy a good team, and engage again in farming. He listened eagerly as Stymer continued:

"There's a man in camp named Claypool, from St. Paul, and he's offered Mose Tannin three thousand dollars for the Pillar of Fire. I heard 'em talkin' it over. You just hang to that claim and sell it yourself. Mose never brought you the pinto, did he?"

"No." Talbott was much disgusted. "The claim is still mine, but I don't believe it's worth fifty cents."

"That's not your lookout. If it's worth three thousand to Claypool, take the money quick," was Stymer's parting advice.

Talbott shook his head. He was anxious to sell his claim honestly, but he knew that the stranger had been tricked by Tannin into believing the Pillar of Fire rich with ore, and felt that he could not take advantage of the deceit.

After breakfast the next morning, Talbott started down the creek toward "town." At the hotel he learned that the stranger had gone off alone, on horseback, taking the direction toward the Pillar of Fire. Talbott started by a short cut up the mountain. When, an hour later, he arrived at his claim, he saw a horse tied to the center stake, and there were fresh holes in the line of earth where Mose had strewn the false float. Also, Talbott's quick eyes saw new breaks in the face of the ledge above. From the bushes nearby smoke was rising, and there Talbott found Claypool. To Talbott's surprise, Claypool had built a rough little furnace of flat stone, in which a fire was roaring. A blowpipe, hammer, crucible, and phials of acid lay on the rocks. Evidently a a rude assay had been made of the mineral gathered.

Mr. Claypool stepped into sight, holding tiny scales in his hand, and was about to make a record in a note book he carried. He started in confusion when he saw Talbott.

"Well, you don't find much high-grade ore, I reckon," was Talbott's greeting. "There's none here."

Claypool appeared much offended by the blunt inquiry. He was thin, slim, middle-aged, cold of manner, and crafty of face. Talbott judged him to be a professional man, or a chemist, for his complexion showed he was not used to the out-of-doors, and his hands were soft and white.

"No, the claim isn't worth five dollars," he answered sternly. "It won't assay ten ounces of silver to the ton."

Even as he spoke he started to gather the utensils he had been using, putting them into a bag which he threw over his saddle. Then he started off without a word of good-bye.

That afternoon Stymer chafed uneasily behind his bar. Mose Tannin had come in with Mr. Claypool, and the two sat at a table trying to close the bargain, Mose demanding three thousand dollars for the Pillar of Fire. Mr. Claypool refused, denouncing the claim as a mere prospect of unknown value. Stymer, from his long experience in the mining country, set them down for a pair of sharps, and quite understood their game. He divined that Mose had "salted" the claim, also he had taken notice of Mr. Claypool's implements, and knew that the man had come to the camp hoping by stealthy tests to find some valuable claim which he could obtain for a low price. He shrewdly judged that Mr. Claypool believed the prospect worth a hundred thousand dollars, yet was trying to make Mose think it worthless so that he might buy it for a small sum. Meantime, Stymer was wondering, where was Talbott?

Toward nightfall the matter was condensed. Mr. Claypool, with a great show of reluctance, at last agreed to pay three thousand dollars, from which price Mose would not recede. That settled, Claypool desired that the claim should be immediately deeded to him.

Then Mose confessed that he had not yet received his papers from the original owner, Ward Talbott, but agreed to find him at once and effect both transfers.

Soon after, Talbott came along with half a dozen other fellows, and Mose went out to him. Stymer followed anxiously to the door. Mr. Claypool sat within reading a paper.

"Here's your horse, Talbott." Mose tried to be very offhand, pointing to the pinto, tied to a tree nearby.

"My horse? That bargain was off long ago."

In vain Mose argued and raged, even drawing his revolver menacingly. Stymer, from the doorway, gave a knowing wink, and Talbott profited by the hint. If Mose wanted the claim he must buy it.

"What do you ask?" Mose demanded desperately.

Ward hesitated. Stymer picked up a piece of charred wood and scrawled 1500 on the doorpost, which was behind Mose's back, immediately erasing the mark.

"Fifteen hundred dollars," was the reply.

Mose burst forth again, but Talbott was firm. Finally the angry gambler saw that he must lose at least half of his expected profit, his conclusion to this effect being hastened by Claypool's appearance, the man frowning when he learned Talbott's identity.

Mose then proceeded to confess to Mr. Claypool that before he could settle with the original owner of the claim fifteen hundred dollars must be paid. Accordingly, all journeyed to the shack of the surveyor, who was also a notary public. Mr. Claypool had taken pains to learn that Talbott's claim was duly recorded, and that it was right and clear. A deed was made by Talbott to Mose Tannin.

"I'll sell my rights, but I want everybody to understand that I think the claim is worthless," Talbott put himself on record before he signed the paper. Mr. Claypool, standing near by, nodded, and gave Mose fifteen hundred dollars, which Mose in turn passed to Talbott.

Claypool demanded that Mose return him fifteen hundred dollars or be arrested for conspiracy. Mose, denying fraud, denying the law, threatened to shoot Claypool if he was not given the rest of the money

There, very suddenly, the transaction stopped. A crowd had gathered, and from several of them came remarks that stayed Mr. Claypool in his buying. He was suspicious, and he said that he would do no more business until the next day.

The next day! It was a time of great hilarity in Horse-Shoe Camp. Mr. Claypool had hired two experienced miners to go with him to the Pillar of Fire, and from them learned its worthless value, and how Mose had tricked him. Back at the hotel, Claypool demanded that Mose return him fifteen hundred dollars or be arrested for conspiracy. Mose, denying fraud, denying the law, threatened to shoot Claypool if he was not given the rest of the money bargained for.

And it was Stymer who really settled the matter. He declared that one thing was certain, and that was that Ward Talbott had sold out fair and square to Mose Tannin, that Claypool had nothing to do with Talbott, and that if there was anything wrong it was between Mose and Mr. Claypool. This declaration quite pleased the miners who flocked about the warring two, and they cheered, cheered in such a manner as to make the two tricksters wonder if it was really safe for them to linger. They were both cheats; they knew it, and so did the crowd. Claypool edged away.

(Continued on page 12)

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

THE automobile came into being because there was a demand for it. Man needed a new form of transportation to meet the complexities of his advancing civilization and the automobile proved to be the solution to his problem. There was no need to create a market for it. The market already existed and the automobile was created to supply the needs of that market.

Examination of conditions might have lead to the belief that the situation was exactly the reverse of this—that the car was developed and that by various means a demand was created for it which enabled it to justify its existence. But deeper examination reveals that this thought would be contrary to the whole history of human progress.

The automobile could not play the vital part in the world's life that it does today if the demand for it had been artificially created. If the demand for it had not existed it would have been merely one more addition to the list of useless inventions that clutter the patent offices of the nation. Its brief appearance would have made hardly a ripple in the stream of advancing humanity.

* * *

THE progress of man has been marked by his inventions. Never has he created anything until he needed it. The caveman was content to ford or swim the small streams he encountered in his wanderings. But when the need for food and the fear of his enemies made it necessary for him to cross broad rivers, he took a log, hollowed it and invented the dugout canoe. Soon he had to launch out into the deep waters of the ocean and even his sturdy muscles proved insufficient for long voyages over stormy waters. So he invented the sail and harnessed the wind.

With sailing vessels Columbus discovered a new world and sailing vessels brought to it the first conquering armies and the first adventurous settlers. But there was need for a still better link with the old world from which had to be drawn so much of the material necessary to the development of new countries. Accordingly the steamboat was invented.

On land, history followed much the same course. Inland peoples found that they could not carry all their possessions on the backs of animals. They invented crude wagons and these with numerous improvements were man's only form of land transportation for centuries.

* * *

WHILE inventions such as the steamboat and the steam engine meant much to the progress of nations, they did not have such a direct bearing on the individual. He still found himself behind the march of events. He needed better means of communication and the telegraph was invented for him. Still remained the need for a more personal means of communication and the telephone came into being. Wireless met another need by flashing its messages across the oceans and adding to the safety of travel on the sea. Better methods of lighting were needed for huge, modern buildings and for busy, modern thoroughfares and the electric light met the need.

Nowhere was progress more essential than in the field of personal transportation. Horse-drawn vehicles proved inadequate to the demands of modern life. Railroads could not turn from their appointed courses. Something more flexible and yet fully as dependable and speedy was required. The automobile came into existence as the answer to that demand. It found a market awaiting it that it has never yet been able to satisfy in spite of the fact that automobile production records are daily reaching new levels.

* * *

THE contribution of the automobile to modern progress is incalculable. It meets the needs of the individual as nothing before has ever done. It furnishes speedy, dependable, safe and economical transportation to its owner at any time that he wishes and to any point that he desires to go.

If none but doctors had been supplied with cars, the contribution of the automobile to the well-being of the race would still be far from negligible. By its use, the scope of the country practitioner has been increased. His services can be brought promptly to patients in the most distant places. Before the coming of the automobile his activities were limited to a narrow community. Much of his time was taken up by uncomfortable driving with a horse. Now he can devote the greater part of his time to the actual application of his medical skill.

To other professional and business men the automobile has brought the same benefits. It enables them to keep appointments promptly. It has cut down the overhead cost of selling by enabling the salesman to make dozens of calls in the time formerly required for one or two. It enables the contractor and engineer to supervise properly their construction work at widely distant points. It has contributed punctuality and dependability to every phase of business.

The automobile has meant much in domestic life as well. It has made it possible for families to dwell in pleasant, healthful country surroundings by giving them a reliable means of transportation to the cities. For the city dweller it has removed many of the disadvantages of city life. Even though his spare time is limited he is able, by means of the automobile, to enjoy the delights of the open road and to find health as well as pleasure in his recreation.

* * *

SERVICE of this kind, which an automobile gives, is the real reason behind every purchase. Other factors enter into it but they are not as fundamental. The automobile is not bought because it is a beautiful piece of craftsmanship; or because it represents so much value in metal and appointments, but because it meets the need of the modern man for dependable, personal transportation.

Every owner will welcome every improvement that can be made in his car but at the same time he will demand that it possess the stability and ability to serve that are the basis for every successful motor car.

The reason for that is that his needs are the same today as when the automobile was invented except that they are more complex and he requires a car that has kept pace with the progress of the times. The need for the automobile is increasing, not diminishing. More and more people are finding that ownership of a car is essential to their welfare. That is why production is not nearly sufficient to meet the demand and why the experienced car buyer shows the forethought to order his new automobile well in advance of the time when he will actually require it.

# Buick Increases the Pleasure of Summer Days

WITH prospects of a long pleasant summer now stretching before them, Buick owners everywhere are preparing to enjoy the use of their cars to the fullest extent. Plans are being made for long vacation tours and for the scores of shorter trips that add so much to the pleasure of summer.

Buick reliability makes it possible to plan such tours with perfect confidence. Owners know that the sturdy Valve-in-Head engine will carry them over every road and up the steepest of grades and that the easy riding qualities of the car mean complete comfort throughout the longest trip.

Such confidence in a car increases greatly the pleasure of any trip and when in addition to Buick reliability there is nationwide Buick Authorized Service the motorist is able to enjoy every tour, free from care. He knows that it is improbable that his car will need extensive servicing but he also knows that wherever he may travel Authorized Service is always close at hand so that he is assured of uninterrupted transportation.

The combination of Buick reliability and Buick service is a guarantee of complete motoring satisfaction. Experiences of several Buick owners are related here.

Mrs. Charlotte Gary Barnum, who is prominent in Toledo, Ohio, social circles, has traveled more than 19,000 miles in her Buick. Recently she toured to California.

"We traveled the northern route," she writes; "Salt Lake, Yellowstone, Spokane, Seattle, Rainier Park, Crater Lake Park, Yosemite and on the Coast to Los Angeles, then to San Diego and through the Imperial Valley and back by way of Riverside.

"The highest point we reached was at Mount Washburn in Yellowstone Park. We were weeks in the mountains and were over the steep grades where there are trains to pull automobiles; but we were over before we realized that we had come to the grades. We always carried our tow rope and helped many a car that was having trouble. Our trip lasted ten weeks and we drove more than 8,000 miles. Since I bought the car less than a year ago, we have traveled more than 19,000 miles and have had no trouble of any kind.

"We have spent days and weeks in the mountain curves and twists and on the steep grades but the Buick never failed us. Everything we had for equipment was under lock and key and we could lock the car and leave it for the day anywhere with perfect safety."

Mr. W. J. Braunlich, of Monroe, Michigan, tells of an interesting trip to New York. He traveled by way of the picturesque Mohawk Valley Trail and on his return went through the Cumberland and Allegheny Mountains.

"Not a nickel of expense was incurred beyond the gasoline and oil cost which was very low," he writes. "I must also commend the Buick Authorized Service Stations along the route for the courteous service rendered me on my entire trip."

Mr. F. L. Kemerling, of Geneseo, Illinois, writes of a pleasant trip that he made from Geneseo to the Pacific Coast in his Buick.

"We traveled via Minneapolis and St. Paul over the National Parks Highway to Yellowstone Park, then over the Bitter Root Mountains to Spokane, Seattle and Tacoma," he writes. "From Tacoma we went to Mount Rainier National Park and then to Portland and Crater Lake. Continuing south we arrived in Los Angeles, having traveled 4,637 miles. We spent the winter in southern California,

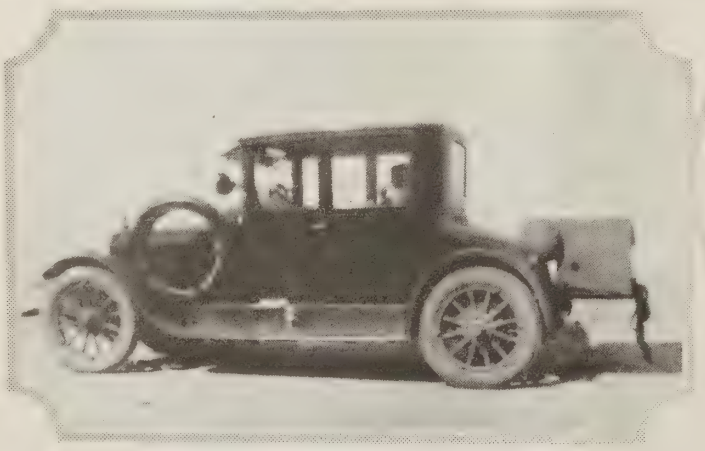
## Friendly Coöperation Characterizes Buick Dealers

MOTORISTS who travel extensively have an exceptional opportunity for realizing the benefits of Buick Authorized Service. Their tours bring them in contact with Buick dealers in all parts of the country.

It is a tribute to the soundness of Buick policy in selecting as its representatives only men who are leaders in their communities, that the motorist finds in every instance that he is dealing with wide-awake, progressive businessmen. Not only are Buick dealers enthusiastic but they are eager to coöperate with each other for the benefit of the organization as a whole.

This was exemplified during a recent trip of a Buick executive when he met many of the live, progressive Buick dealers of Montana. Their friendly connection with each other was demonstrated at a meeting that he attended and at which the dealers present were designated by their nicknames, such as: Distributer, Spark Plug, Headlights, Crankshaft, Cylinder Head, Windshield, Speedometer, Battery Box, and so forth.

Throughout the whole of this informal meeting there was apparent the spirit that stands behind the success of Buick Authorized Service.



HERE is the Buick owned by Mrs. Charlotte Gary Barnum, of Toledo, Ohio, ready for a trip to the Pacific Coast. Camping equipment and other articles necessary for the trip are packed on the rear. This car has traveled more than 19,000 miles without need of repairs

THIS is Mrs. Barnum's Buick as it appeared in California after camp equipment had been removed. It traveled many miles over the smooth roads of the Pacific Coast State and gave particularly satisfactory service on steep grades

traveling more than 5,000 miles on the good roads there.

"Leaving Los Angeles we visited the Yosemite National Park and returned home over the Santa Fe and Ocean to Ocean Highway, arriving in Geneseo after traveling 3,324 miles.

"On this trip we carried a complete camping and cooking outfit and clothing for three people, traveling in all 13,119 miles over all sorts of roads. We experienced no trouble. The mountain grades all looked alike to the Buick."

Mr. Alfred L. Jacobs, 1631 South St. Louis Avenue, Chicago, recently purchased a Buick Touring and made an enjoyable trip through the Eastern States. "This trip was to Buffalo, Utica and New York, returning via Washington and Indianapolis," he writes. "There were four people in the car, also camping equipment. We covered 2,500 miles in fifteen days, including stops of half a day at Niagara Falls, a day in New York, and one and a half days in Washington.

"The entire trip was made without engine or tire trouble of any kind, although several mountain ranges were crossed on the return trip that apparently caused some cars considerable trouble.

"The car has now been driven more than 11,000 miles and no repairs whatever have been made. In short the car has been satisfactory in every respect."

Mr. Mathew Addy Green, senior at Princeton University, is another enthusiastic Buick owner. "I bought a six-cylinder Buick Roadster in Cincinnati," he writes. "The car has now traveled 20,000 miles and no part has worn out or broken. It has been driven very hard on long trips and has also been used a good deal in city driving.

"I made a trip to Fort Wayne, Indiana, and return in about ten hours. I had no trouble of any kind on this trip. As a matter of fact on none of the long trips that I have made have I ever had to stop for the slightest repair, and have never had to change a tire on any of these trips.

"I drove from Cincinnati to Princeton, New Jersey, a distance of about 650 miles. On this trip I drove to Columbus, via Dayton, Ohio, and followed the National Road from Columbus to Hagerstown, Maryland, where I turned north to Chambersburg, Pennsylvania, and followed the Lincoln Highway from there to Princeton. On this trip we drove from Cincinnati to Wheeling the first day and from Wheeling to Princeton the second day. I did all the driving myself and was in Princeton exactly eighteen hours after I left Wheeling.

"From Wheeling to Hagerstown there is a good deal of mountain driving, but in my five trips over the mountains my car has never failed."

"My Buick has been satisfactory in every respect," is the way in which Mr. A. L. Jacobs, of Chicago, sums up his experience on an extensive tour of the Eastern States. The car has been driven 11,000 miles without repairs of any kind

Buick has given complete motoring satisfaction to Mr. James D. Boyle, Assistant Sales Manager of the Lounsbury-Soule Company, at Stamford, Connecticut. He has had eighteen automobiles at various times, using them in his work, traveling over the entire United States, but no car gave him such satisfactory service as the Buick.

Describing a trip to the Pacific Coast, he writes, "After leaving the Mississippi River at Clinton, Iowa, my Buick pulled through gumbo mud the whole length of the State of Iowa, practically up to the hubs, and while I passed many machines that were stuck, my Buick pulled through. I went past mudholes where other cars were being pulled out by horses.

"The State of Nebraska was fair, except from Omaha to Grand Island, a distance of 165 miles. In Western Nebraska I ran into considerable snow but had very little difficulty.

"From Denver to Trinidad the roads were very good but after crossing the New Mexico border into Raton, they were not in such good condition. I do not believe any other car could have withstood the shocks and rocks I had to encounter. There were several stretches of desert land through New Mexico, Arizona and Eastern California but my Buick came through these satisfactorily."

This Buick has traveled 32,000 miles with very satisfactory results. It is shown here on the Gulf Coast, Florida, where it was driven from Angola, Indiana, by the owner, Mr. Harold Martin, with Mr. F. E. Gay, Buick dealer at Angola

The owner of this Buick, Mr. F. L. Kemerling, of Geneseo, Illinois, made a pleasant trip to the Pacific Coast. He never experienced the slightest trouble throughout the whole journey, although there were many steep grades

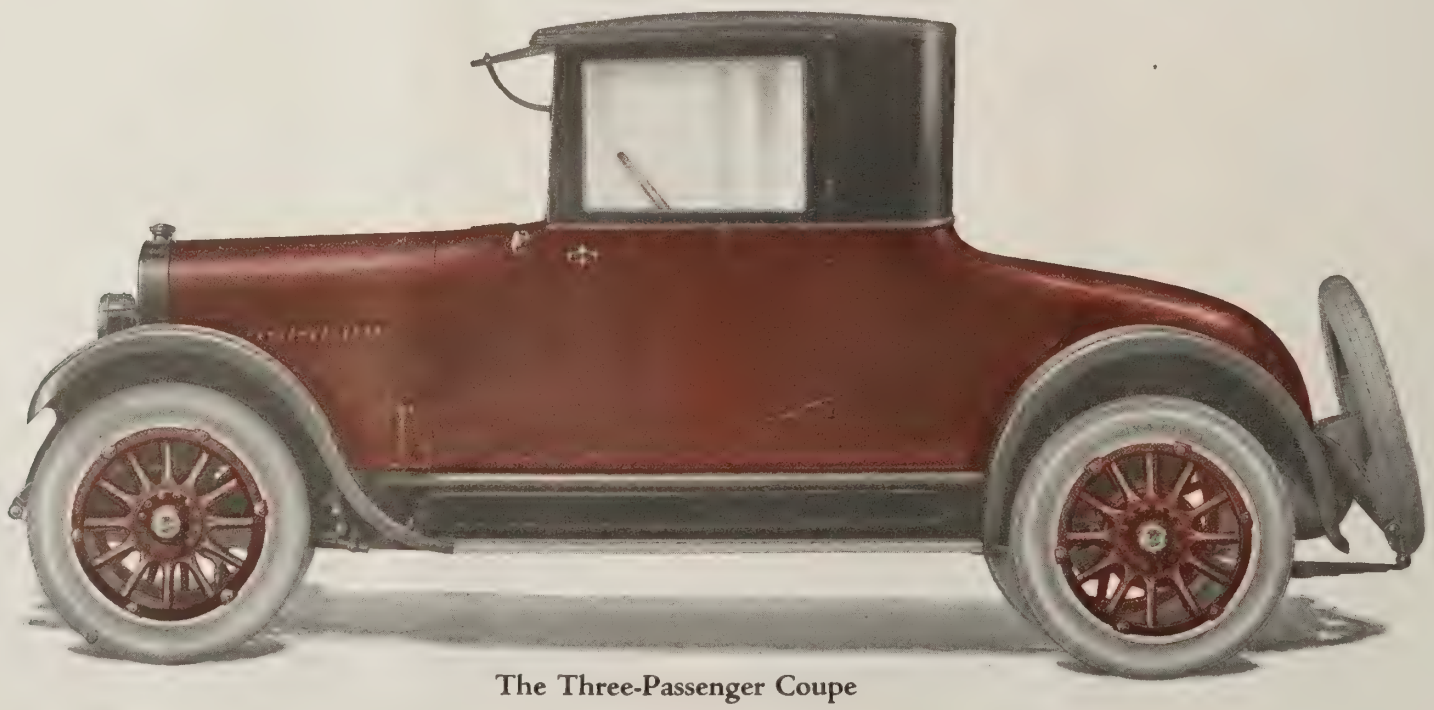
Making a trip of 1,950 miles without incurring a cent of expense for repairs is the the record of this Buick, owned by Mr. W. J. Braunlich, of Monroe, Michigan

## *Two Practical Closed Models*

TWO Buick closed models that are adaptable to every motoring occasion are the 23-Six-41 Five-Passenger Touring Sedan and the 23-Four-36 Three-Passenger Coupe. The Sedan is truly called a touring vehicle de luxe. It is a practical car for every day in the year and is particularly fitted for cross-country use. It possesses the thorough reliability of all Buicks. Its deep upholstery gives unusual comfort and large windows give unusual range of vision. The special equipment includes a complete instrument board and other details that mean complete motoring satisfaction.

The Three-Passenger Coupe, too, is equipped for all-season comfort. The windshield is fully adjustable from the inside and the cowl is fitted with an adjustable ventilator so that the car is ready for service in all kinds of weather.

The Five-Passenger Touring Sedan



The Three-Passenger Coupe

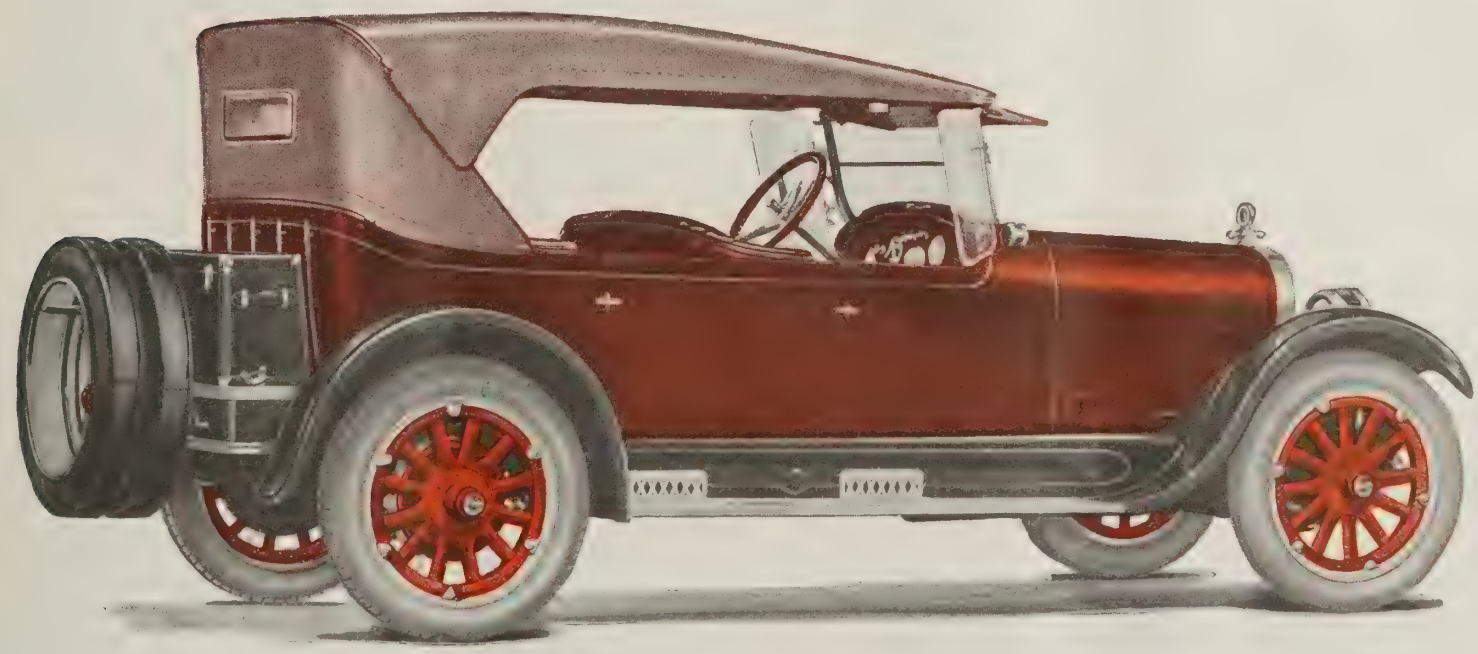
# *Two Ideal Open Buicks*

TWO special types of Buick open models that are much in demand now are the 23-Six-54 Three-Passenger Sport Roadster and the 23-Six-55 Four-Passenger Sport Touring.

Power and speed beyond the average mark these cars and make them ideal companions in summer pleasures. The most expensive embossed leather is used in their upholstery and they are finished throughout with skilful care. Liberal use of nickel and beveled plate glass sets off the rich color of the body and wheels and the fine top.

Complete instrument boards, sunshades, rear vision mirrors and windshield wipers are only some of the details that combine to make these two models ideal cars. The promise of their striking lines and colors is completely fulfilled by their comfort and performance.

The Three-Passenger Sport Roadster

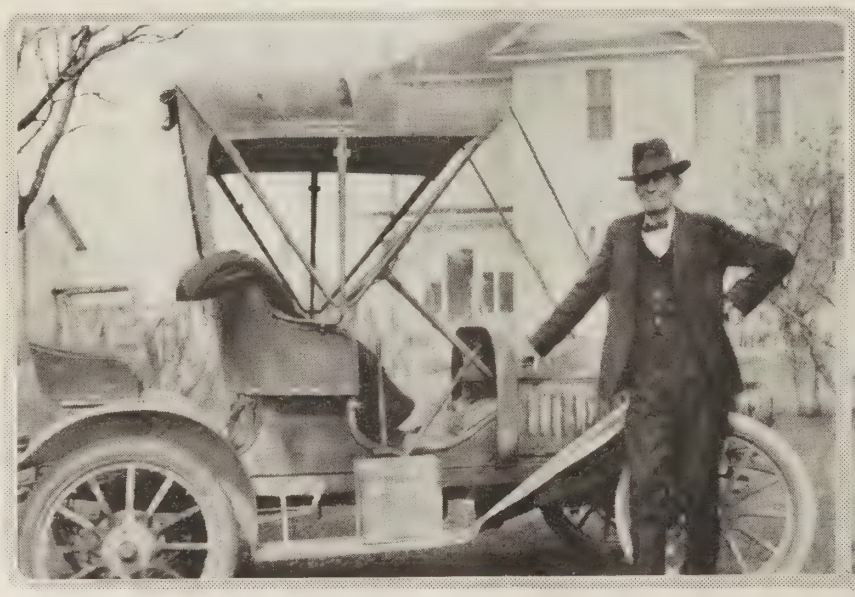


The Four-Passenger Sport Touring

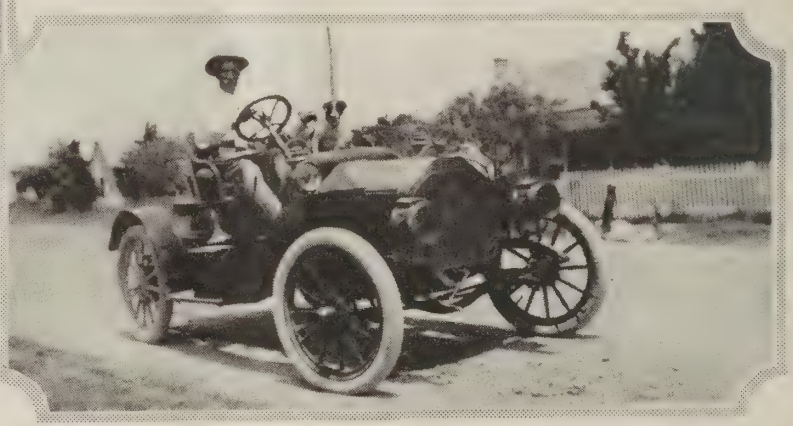
# These Early Buicks Still Give Satisfaction

BUICK stability is not a new thing. It has marked every model manufactured since the earliest days of the company. It has been the basis upon which Buick success has been built. Year after year important improvements have been made in design and construction so that Buick has been consistently in the forefront in the motor car field. But always behind these improvements have been the same stability and endurance that marked the first Buicks. Because of this these cars have given complete satisfaction in all kinds of service and in all kinds of climates. This fact is attested by the experience of hundreds of Buick owners.

"IT takes more than a snowdrift to stop a Buick," writes Mr. Clyde Vehren, of Galena, Illinois, who is shown here with the Buick that he purchased in 1917. It has traveled more than 45,000 miles



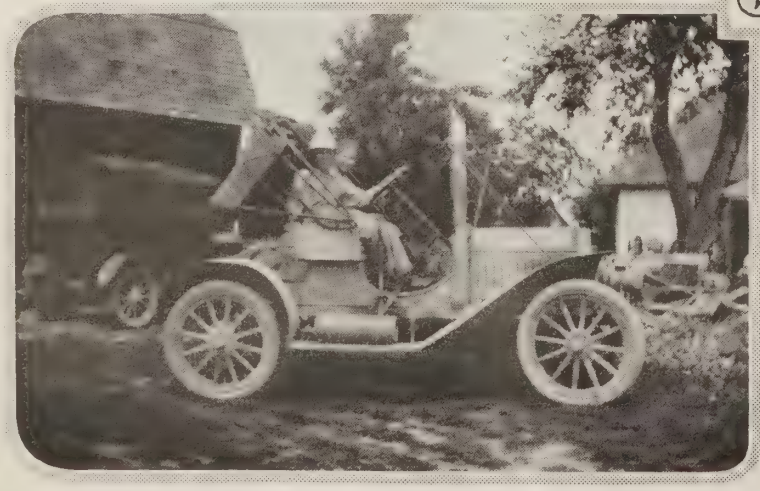
HERE is another Buick that was purchased in 1908. Until 1912 it was the property of Mr. George W. Walton, of Lockhart, Texas, when he sold it to Mr. John W. Allen, of Fentress, Texas, who is shown here with the car



THIS is Mr. Allen's Buick as it appeared in 1908 when it was purchased by Mr. Walton, who is shown at the wheel

PURCHASED in 1912 by Mr. W. J. Baros, of Yoakum, Texas, this Buick has traveled more than 110,000 miles and has never been in a garage for repairs. Mr. Baros has toured the entire state many times and intends to make another tour in his Buick this summer

HERE is another Buick that was purchased in 1912. It is owned by Mr. Peter Petz, of Morilla, New York, and has a mileage record of more than 52,473 miles. The repairs and upkeep expense have been very light, Mr. Petz reports



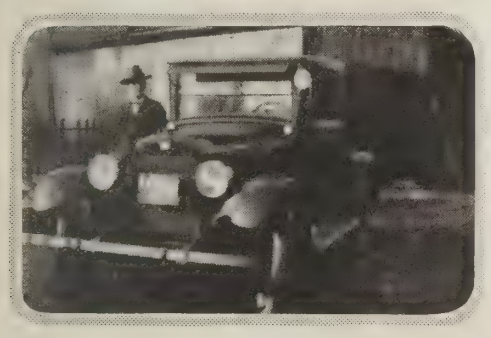
LAWRENCE HADWIN, of Rural Route No. 1, Olivet, Michigan, is proud of this veteran Buick in which he has been driving to high school at Olivet. It is still giving the best of service

THIS Buick was purchased in 1908 by Mr. James G. Goldinger, of Tarentum, Pennsylvania. For three years it was used as a pleasure car and since then has been used as a truck in contractor's work. Mr. Goldinger is now having it rebuilt to be used by his son

# New Buicks Embody the Stability of the Past

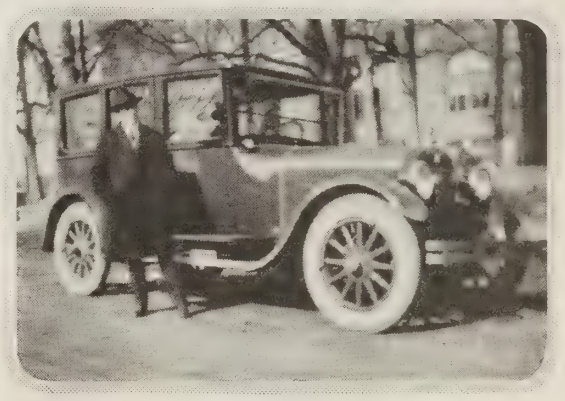
THE same stability that marked the Buick from the outset is found in every one of the new models. In addition they have many improvements in design and equipment so that in every respect they are leaders in their field. But it is their stability that makes them such a sound investment in transportation. In buying a new model the motorist knows that he is not only getting a car that is modern in every respect but also one that will give him complete satisfaction over a long period of time. Past experience has proved that his Buick embodies the qualities that he most desires in a car.

GREVE BROTHERS, who operate a Battery and Tire Hospital at Whitehall, Michigan, have driven this 22-Four-35 Five Passenger Buick Touring more than 26,000 miles in the taxi business over all kinds of roads. It has given complete satisfaction and the upkeep cost has been very low



THIS coupe is the sixth Buick that F. G. Curtis, Zanesville, Ohio, has owned. If he buys another car it will be a Buick, he writes. Mr. Hal G. Curtis is driving a Five Passenger Buick Touring

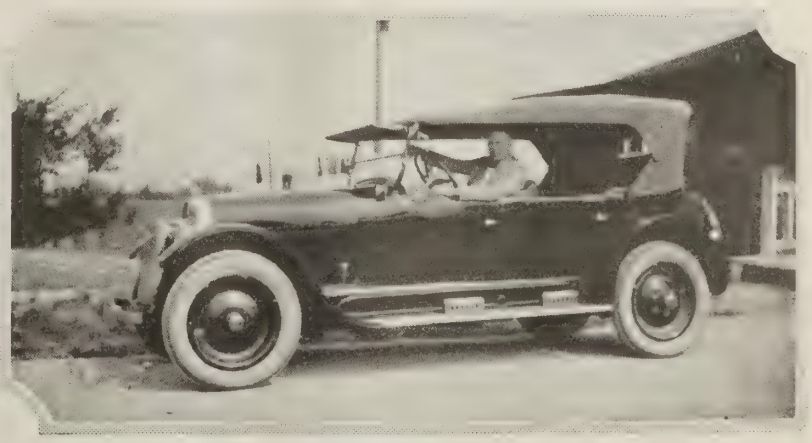
THIS is the fourth Buick that Mr. C. E. Ledyard, of Bucyrus, Ohio, has owned. "It is working fine and to express my opinion in a few words I would say that 'I truly love it,'" he writes. The picture shows Mr. and Mrs. Ledyard at a summer camp near Warren, Pennsylvania



ONLY another Buick can satisfy Mr. James J. Carr, real estate agent, of Norristown, Pennsylvania. The 23-Six-50 Seven Passenger Sedan, with which he is shown here, is the fifth consecutive Buick that he has owned. Mr. Carr is particularly pleased with the easy riding qualities and economical operation of the Buick

"MY next car will be a Buick," writes Mr. Conrad Eagle, 2122 North 31st Street, Philadelphia, Pennsylvania, who is shown here with his third Buick, a 22-Six-48 Four Passenger Coupe, which he has driven more than 20,000 miles. He drove his three Buicks a total of 90,350 miles and never had to have the motor of any one of them overhauled

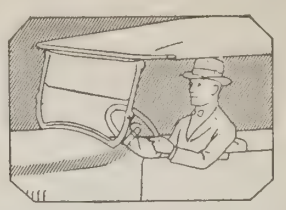
THIS is Mrs. G. W. Anderson, of Elkhart, Indiana, with the Buick Sport Touring that her husband purchased recently. It has given the best of service and Mr. Anderson is enthusiastic in his praise of the workmanship behind the car



THIS is Mr. Anderson at the wheel of his Buick Sport Touring. These photographs were taken while he and Mrs. Anderson were on a trip to Lorain, Ohio. He says that the car has given complete satisfaction from the outset

# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars



## Avoiding Crankcase Dilution

PRESENT day fuels require a much greater amount of heat for proper vaporization than those of a few years ago. While every effort has been made in designing the carburetor unit and in providing automatic heat control and other facilities, there is still the possibility that unburned fuel may find its way between pistons and cylinder walls into the lower crankcase.

Many improvements in carburetion have prevented a great deal of the thinning out of the lubricating oil and by observing a few precautions, the motorist can reduce crankcase dilution to a minimum.

Crankcase dilution is a condition to be avoided because when the lubricating oil becomes thinned with unburned fuel the result is excessive wear on pistons and rings, cylinder walls and engine bearings.

To insure the lubricating qualities of the crankcase oil for as long a period as possible and to avoid excessive dilution in the operation of his car, the motorist should observe the following suggestions:

1—Avoid holding air regulator handle on "Choke" position longer than necessary. It should be turned to "Cold" position as soon as driving conditions permit.

2—Do not idle engine or drive at extremely slow speeds for long periods of time.

3—Drain the crankcase at regular intervals, the frequency depending on the season and the conditions under which the car is operated. A complete change is recommended at least every 500 miles.

4—Do not flush crankcase with kerosene.

5—The best way to clean out the lower crankcase thoroughly, and at the same time clean the oil pump strainers, is to take the lower crankcase off.

6—Keep the engine in good mechanical condition and the carburetor correctly adjusted.

### Buick Lubrication Charts are Still Available

As a further step in its policy of aiding the owner in every way, Buick has prepared charts that greatly simplify the lubrication of your Buick. One of these will be gladly sent to you free, on request.

The chart indicates clearly every lubrication point on the car and there are enlarged views of each part to which lubricant should be applied. The frequency with which each point should be lubricated is also indicated so that by hanging the chart in the garage the owner will have a complete, handy guide for keeping his car in good condition.

Full details about the chart and a reduced view of it appeared in THE BUICK BULLETIN for May.

If you are sending for one, be sure to state whether your car is a four or six-cylinder model.

### Engineer Proves Buick Worth

"IN 1919 I bought a Buick from a dealer in Redwood Falls, Minnesota, when I was highway engineer in Redwood County," writes Mr. J. A. Myron, now highway engineer in Murray County, Slayton, Minnesota."I ran this more than 35,000 miles in twenty-three months and then bought a new model from a dealer in Tracy, Minnesota.

"As highway engineer it is my duty to supervise the maintenance and construction of State Aid roads in Murray County. That means that I have to visit the various grading and graveling jobs, and also visit the patrol men at frequent intervals. I drive about 1800 miles a month during the construction season, so you can see that I have to have a car that is ready to go at all times.

"For this reason I can say that I do not know of any car that will get out and 'hump' herself as my car will. I drive fast because time is quite an element with me. I find it necessary to drive to Minneapolis several times, approximately 200 miles. The roads are graveled and I make the trip in about five and a half hours most of the time.

"I have run the new car more than 33,000 miles and it seems to be good for 50,000 more. The next car I get will be a Buick."

## *In Horse-Shoe Camp*

*(Continued from page 4)*

He left camp within the hour, and Mose followed shortly, hurrying over the trail to the Frazer River placers where he could not be sneered and jeered at by the crowd.

That night a huge camp-fire roared before Talbott's tent, while he and his partners spread a farewell feast.

"I'm mighty glad you're going back to the farm, Ward," one of them said. "You got that money honest, and the farm's a better place for you. I'd like to go back toward civilization myself, but I've been a miner too long to change. You've had a queer piece of luck, and the best of it is that you were square yourself from first to last, those two sharps just playing their little game to your advantage. It isn't often that mining tricks turn out to the benefit of really honest folks."

### Owners Have Faith in Buick

"ONE of the many trips made in my Five-Passenger Buick Touring, before losing it in a garage fire, was to Niagara Falls," writes Mr. John Grossmann, Hoboken, New Jersey. "We started at 6 a. m. on a Wednesday and were home again on Sunday night at 9 o'clock, having traveled 1109 miles. An account of any of my trips could not explain my faith in Buick as much as the fact that when I lost this car I went direct to the Hudson Buick Company and bought a 1923 model Touring."

### One-Third of Maybrook Families Own Buicks

AUTOMOBILE owners in a small community have an unusual opportunity to compare the merits of their cars with those of other owners. They can learn at first hand what car is giving the most complete satisfaction. When one-third of the families in one community indorse the same automobile it is an unmistakable indication that the car has proved worthy in every respect.

Buick has received this indorsement in the village of Maybrook, Orange County, New York.

There are three hundred and fifteen families in this community and there are one hundred and three Buick owners—an average of slightly less than one Buick to every three families. There are seventeen more Buicks in the village than all other cars combined.

Mr. Frank J. Storms is the Buick dealer at Maybrook.

### Buick Praised in Distant India

"IN one issue of THE BUICK BULLETIN I saw a letter from a Buick owner in the Punjab and thought you would like to know the experience of another Buick owner in South India," writes Mr. F. H. Wilson, of Nungumbaukum, Madras, S. W., South India.

"The roads here are extremely bad but our Buick Six has gone well over 9000 miles now without engine trouble of any description. What this means out here, can hardly be realized in civilized countries. I never want a better car than the Buick."

### Never a Minute's Trouble

"I RECENTLY bought my wife a Buick because for a long time I have been convinced that there is more real service in a Buick than in any other car for anything like the price," writes Mr. L. A. Higgins, of the A. and M. College, Mississippi. "Our 1923 model is a fine, comfortable car and should please the most fastidious.

"My wife and I have driven more than 7600 miles and have never had a minute's trouble. One Sunday we drove to Brookhaven, Mississippi, a distance of 200 miles, between 11 a. m. and 8 p. m. on roads that we had never been over before and most of which were only ordinary country dirt roads. On arriving home we had made a trip of 500 miles without having to stop one minute on account of trouble.

"The finish on the body of the car looks almost as good as new and I would not exchange the engine for a new one."

### Complete Comfort in a Buick

"I WANT to let you know how pleased we are with our 1923 Buick Four Touring Sedan," writes Mrs. George W. Turner, whose husband is representative of the Purina Mills, East Cleveland, Ohio. "We purchased the car in August, 1922, and have driven it more than 11,000 miles and all we have done is to put oil and gas into it. We have yet to find a mountain that is too steep for Buick. We made a lengthy tour during the summer and we never had a car that gave us so much comfort. We have owned Buick cars since 1909 and it is almost useless for me to try to tell you how much we like out present model."

### Every Buick Part is Excellent

"I PURCHASED a Buick Seven-Passenger Sedan recently and must admit that this 1923 model is the best that Buick has ever put on the market," writes Mr. M. Rosenthal, real estate operator, 50 East 42nd Street, New York. "I have taken several trips with this car and have never had a mishap. I was about to buy a six thousand dollar car but after testing the Buick decided to buy it instead. Every part of the Buick is excellent."

# Authorized Service Adds Value to Buick

THE wise motor car buyer always considers the service facilities behind the car that he purchases. He realizes that no matter how good the car may be it is not a one hundred per cent investment unless it is backed up by nationwide service, established and superintended by the manufacturer of the car.

Because Buick is backed up by countrywide Authorized Service, it is the choice of so many discriminating motorists. The Buick owner knows that he is assured of uninterrupted transportation because no matter where he may travel, skilled, reliable service is always close at hand.

In its service as well as its car values, Buick is the Standard of Comparison. Some of the typical stations where complete service is available to the Buick owner are shown on this page.

THIS is the new sales and service building of the Hathaway Buick Company, Buick dealers at Oshkosh, Wisconsin. The building is of the most modern type and makes an impressive appearance on the main thoroughfare of the city

THE extensive service facilities of Glisan's Garage, Buick representatives at Cumberland, Maryland, are shown in this picture. It is fully equipped to meet every need of the Buick owner

HERE is the home of a new Buick dealer—The H. Pelton Motor Company, 2219 Farnam Street, Omaha, Nebraska. Mr. Pelton is one of the most enthusiastic of Buick dealers and is prepared to give service that is up to Buick standards in every way

CONSISTENT growth of Buick popularity is reflected by this view of the new building of J. E. Sloan, Buick representative at San Jose, California. Twelve years ago only a small building was needed for the business, but growth was so rapid that it was necessary to get new quarters

ANOTHER typical Authorized Service Station is that of Mr. Eugene F. Bates, Buick dealer in the Greenville, South Carolina, territory, which is shown in this picture. This new building embodies the best of service features including special machinery for work on Buicks

## Dealers in Maine Typify Buick Spirit

THE spirit of the Buick organization is well exemplified by progressive Buick dealers in Maine. Throughout that territory it is a truism that "snow is a pretty sure crop." This year it was a particularly abundant crop.

Because of this, conditions were particularly adverse to motorists and there apparently was little that could be done to serve car owners. But Maine dealers realized that cars would be in strong demand with the arrival of spring. They also realized that in past years it has been impossible to manufacture enough Buicks to meet spring requirements.

Accordingly they laid these conditions before Maine car owners with the result that many orders were placed early in the year, thus insuring buyers against disappointment when they wanted new Buicks in the spring. This progressive attention to the owners' interests is another proof that Buick serves the car owner everywhere all the time.

Winter conditions in Maine can be realized from the accompanying picture, taken on March 17, that shows the salesroom of the Skowhegan-Buick Company, at Skowhegan, Maine, during the past winter.

# Motorists the World Over Praise Buick Worth

BUICK'S popularity is not confined to its homeland. Its attractiveness and dependability have made it the Standard of Comparison the world over. Motorists in foreign lands, as well as in America, find that its sturdy, Valve-in-Head engine provides reliable transportation under all conditions and that its other qualities mean complete motoring comfort.

From Constantinople to Honolulu, Buicks have proved their worth in actual service under the most widely varied conditions.

Likewise Buick Service has proved as useful to the foreign motorist as to the American car owner. At Dunedin, New Zealand, for instance, Cooke, Howlison and Company, Limited, maintain an up-to-date service station that has added much to the popularity of Buick cars there. Twenty doctors out of thirty-two in Dunedin are Buick owners.

IN Honolulu, Buick closed cars are becoming increasingly popular because of the protection they afford against the dust and the torrential rains characteristic of localities near the equator. The cars in the picture were recently received by Von Hamm-Young Company, Limited, Buick distributers in the territory of Hawaii

IN Australia, too, the Buick has found favor. The car shown in this picture is owned by Mr. J. F. T. Jaensch. The view was taken after the car had won a contest during a picnic at Langhorne's Creek

THIS is the first Buick Sport Touring that was sold in Sao Paulo, Brazil. It was purchased by Mr. G. S. Whyte, manager of the British Bank of South America in Sao Paulo. He is shown here with the car against a typical Brazilian background

FAR away in Constantinople Buick displays the same dependability as at home. This Buick was used by Mr. V. K. Whipple, an International News Reel cameraman, while filming news events in Turkey

HERE is a Buick parked in the center of an avenue in Rio de Janeiro. At the left is a car full of merrymakers at a recent carnival in that city

TYPICAL Buick service is given at Dunedin, New Zealand, by Cooke, Howlison and Company, Limited. Their extensive service station is shown in this picture. They were among the first dealers to handle Buicks in New Zealand, and they report a steady growth in the popularity of the car

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# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

JULY 1923 FIVE CENTS A COPY

Why Buick is the Standard of Comparison

WARREN H BADGER
923 PEORIA AVENUE
DIXON, ILLINOIS

April 22, 1923.

# Once A Buick Owner— Only Buick Satisfies

In every community there are a number of instances where once a Buick has been purchased by one member of a family, others of the same intimate group have become Buick owners.

Buick Motor Co.,
Flint, Mich.

Gentlemen:

Referring to the above clipping from today's Tribune, I am impelled to vouch for its truth. In the Spring of 1912 I bought a #29 Buick Touring car. This Spring, after eleven years driving, I traded it in at a substantial figure toward the purchase of a Buick Touring Sedan. My son who lives in California, and has owned a number of various makes of cars, was so impressed with the staying qualities of my old Buick, that he has recently purchased a six- 7 passenger Buick Sedan. The clipping hits the case exactly.

Yours truly,

W. H. Badger

One of the Reasons why Buick is the Standard of Comparison

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

Subscription rate, Fifty Cents per year.
Mailed under third class permit.

E. T. Strong, *Managing Editor*

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This picture shows Mr. Clarke's party and their Buick arriving at Niger Hut in the Matukituki Valley, New Zealand. Only five cars have reached this point and two have been Buicks

# Buick Penetrates the Heart of New Zealand

## *Such feats show why Buick is the Standard of Comparison*

BECAUSE of its ample reserve of power and its dependability under the most trying conditions Buick makes possible many outings off the beaten track. An interesting trip in a Buick to Niger Hut in the Matukituki Valley, Otago, New Zealand, is described in the *Otago Witness* by Mr. G. Clarke, of Cooke, Howlison and Company, Limited, Buick representatives at Dunedin, New Zealand. Only five cars have ever reached Niger Hut unaided, and two of them were Buicks. The difficult nature of the tour is best realized from the photographs taken during the trip by Mr. Clarke and which are reproduced here.

Buick ability to give unusual service of this kind is one of the reasons why it is the Standard of Comparison.

THE Matukituki is fed by the second largest glacier field in New Zealand. From its estuary to Niger Hut (fifteen miles) its course is over an extensive and rich flat about two miles wide. Here it divides into two branches, the west draining the glaciers of Mounts Maouri, Tyndall, Anstead, Maori, Bevan, and part of Aspiring, the east those on Mounts Avalanche, Glacier, Dome, Castor, Pollux, and Aspiring. The west saddle leads into the Waipara, the east into the Wilkin. The river enters the lake on the west about ten miles from Pembroke and, like all snow-fed rivers, it is treacherous through its rapid rise and fall without the usual warnings.

A good road round the edge of Lake Wanaka takes the sightseer by car or trap to Cattle Flat (fifteen miles), without doubt the prettiest lake drive in New Zealand. Across Glendhu Bay a fine view of Mount Aspiring (9980 feet), Mount Avalanche (8500 feet) and the surrounding peaks gives a foretaste of what is to follow. Passing on round the Bluff (another fine view looking up the lake), and above the miniature fiord at Parson's Bay, the road leads to the Mototapu River (twelve miles), where a good ford (well upstream) provides an easy crossing. From Cattle Flat to Niger Hut the road follows the river over flat country between mountain ranges about 7000 feet. Motor cars have reached the hut a few times during the last two years, but it is really a motoring adventure, as the "road" is at present. A few notes from this point of view may be of interest.

First: it is no use tackling the job except after a long spell of dry weather. The run to Speargrass Creek (two miles) is good except a sandy patch near the homestead and a rough ford over a small creek about a mile out. From Speargrass to Phoebe's Creek (two and three-fourths miles) is good flat going (mostly second gear) but nothing to injure the car in any way. This is the usual and best stopping place for picnic parties. With Black and Niger Peaks on the left, and Mount Alta and Buchanan Peaks on the right rising sharply their 7000-odd feet, from the extensive river flat, on which are grazing herds of cattle, it makes a splendid combination of pastoral and mountain scenery. A short walk to the Leaping Burn Fall is well repaid, for Leaping Burn would be considered one of the "star" sights if it were on the Milford track. Sometimes, however, the cattle take more interest in picnic parties than is welcome.

The ford at Phoebe's Creek is rough, and the banks very steep, but the surface is firm and the grip for the tires good. The water is not deep in any of these creeks. Between Phoebe's and Leaping Burn (three-fourths of a mile) is cross country, the "road" having been washed completely away by the encroachment of the river, which is regularly destroying acres of good land all over the flat.

Leaping Burn is a good ford, and from here about a mile (on the left) can be seen the white, lashing foam of the Leaping Burn Fall. For the next half-mile the river bed provides excellent going and then follows the peat bog which was recently drained and partly graveled. The going is rough but soft, the ground very springy, and woe betide the car that breaks through the crust of peat into the bog which it covers. This is seven miles from the homestead, extends for about one-half mile, and is the most likely spot for trouble. About two miles of second and low gear through long grass, with hidden rabbit burrows here and there, has to be taken slowly and carefully to avoid broken springs or stub axles. Here we enter the river bed again. Boggy Creek is the next serious obstacle. It is really a lagoon with gravel bottom, steep clay bank, and a considerable body of water. Wet clay and motor cars don't agree. About a mile of detour along the river bank cuts out this ford, and that is the route generally followed. However, after "testing" the ford on foot, we fitted the chains and put the Buick at it, and she came through the foam and up the bank with a swing. A series of lagoons and flaxy swamps on this part of the flat make pretty foregrounds to the scene looking up the valley where Mount Aspiring and Mount Avalanche, now close at hand, stand out in their full glory. The lagoons, also, provide an excellent nesting grounds for the paradise ducks which are so plentiful. It is most interesting to watch the parent birds with their "gammy" broken wings, as they place themselves in the post of danger while their

"flappers" scurry off to the nearest body of water.

Three miles of fair going, except for a few Maori heads, where the river has cut the road away, and the car pulls up at Niger, the Government hut, where excellent shelter and bunks are provided. It was at this "cut out" in the river that one of the pioneers of the district lost his life through the horses following the road which the river had scoured out during a flood. Niger Hut is a splendid center for excursions; a ten-mile radius providing some of New Zealand's very best in glacier, bush, and waterfall scenery. Having heard a well-known deer-stalker tell how, on climbing Slatey Ridge, he had forgotten his mission and sat for hours studying through his glasses the crevasses, avalanches, and waterfalls on the mountains opposite, we decided to make this year's excursion in that direction. A summer afternoon stroll to the ford over the Matukituki proved interesting. A few trials showed it too deep for wading, and a "strip off" test proved that it was a swimming job. This, in snow water, was no good, but a search upstream found a long wading ford opposite Niger Bluff.

The Buick Six as it crossed Boggy Creek on its trip up the Matukituki Valley is shown here. The Buick is the only car that has successfully forded this creek, Mr. Clarke writes

The Buick after it had successfully crossed Phoebe's Creek on its trip to Niger Hut is shown here. The reserve power of the car proved ample even for this difficult journey

The unspoiled natural beauty of New Zealand scenery can be realized from this view of Mr. Clarke's party taken at Glendhu Bay, Wanaka, New Zealand

Starting at 4:30 a.m., a half-mile walk through acres of yellow noxious weed, which has taken possession of this part of the country, brings us to the ford, where a few poplars mark the site of the original homestead in this locality; Cameron's, I understand. Wading through the ice-water made the muscles and ankles ache till one agreed with Paddy when he said, "Toothache is a —— fine thing; it's so grand when it goes away." Crossing these snow-fed rivers at 5 a.m. is a fine thing; it's such a relief to get out again. Entering the bush at the site of the old saw mill, from which the pioneers "rafted" their timber down the Matukituki to Lake Wanaka, towed it across the lake, and rafted it down the Clutha to where it was required; the going proved easy. Deer tracks through the birch forest (similar to Paradise or Clinton) were easily followed, the undergrowth being very open. An occasional kea showed his inquisitiveness by screeching overhead (he doesn't know yet that there is seven bob on his beak); 8:30 saw us clear of the bush, climbing the tussocky face where mountain lilies and daisies abound.

The panorama from Slatey Ridge extends from Mount Pisa and Cardrona on the left to the white, perfect cones of Castor and Pollux at the head of the Wilkin River, on the right. Looking back Cattle Flat, with the broad, winding, gravel bed of the Matukituki cutting it down the center, extends to Lake Wanaka in the distance; 3000 feet below the east branch threads its way through heavy bush, with occasional glades, from the Wilkin Saddle. Across the river, the extensive glacier on Mount Avalanche rests, like Jervois from McKinnon Pass, in a hollow between black, rocky peaks—a pretty setting. By 11 a.m. the hot January sun sent lively streams over the circular cliff face, several hundred feet, to form the roaring mountain torrent, Glacier Creek, while every twenty minutes the thunder of cracking ice signaled the coming avalanche, and the ice and snow force their way with a steady roar through a rocky chasm, and finish by leaping several hundred feet over the waterfall to land with a thunderous roar on the dirty-looking avalanche snow in the basin below. An impressive sight! No wonder the deer-stalker forgot the object of his search. Mount Aspiring, rocky and forbidding, overlooks his neighbors. Glacier Dome, between Aspiring and Castor, adds snowfield and avalanche to the scene, and between them the Kitchener River (Aspiring Creek) passes through a precipitous gorge, which marks the provincial boundaries of Otago, Canterbury, and Westland.

The Twin Falls that foam down steep mountain sides at Cattle Flat, Lake Wanaka, were among the many interesting sights on Mr. Clarke's trip

Looking through "Hell's Gate" into the West Matukituki Valley, a waterfall (the Grey Mare's Tail) glistens in the sunlight, and Mounts Niger and Repulse on the left and the Razor Back Ridge on the right wall in the meadow and the river-bed below. Across the Shotover Saddle, where the great patch of Hematite shows red in the distance, the rugged Centaur Peak, Tyndall and Anstead surround the hidden Lochnagar, the Lake Harris (on a bigger scale) of the Shotover. Below the saddle the river disappears behind Mount Avalanche, which cuts off the views of Cascade Camp and Shovel Flat, the Wonderland, the West Matukituki, with its Double Cascade, and Captain Head's Leap (the Bowen of the Matukituki) and its five great glaciers which extend (like Franz Joseph and Westland) right into the bush in the valleys. A combination of the bush and waterfall of Arthur Valley and the glaciers of Mount Cook or Franz Joseph!

And about these tops, five thousand feet above us, there roamed an English gentleman, a mountaineer and a soldier, who left Niger Hut and, answering the call of duty, and probably the call of adventure, sailed to join his regiment and fell on the Gallipoli Peninsula: Captain Head, loved and honored by all who came in contact with him.

Working along the face, we boiled the billy at a small creek, while the camera fiend exposed his plates and refilled his slides to his heart's content. Then, after the refreshing cup of tea, we tarried a couple of hours to allow the wonders of the panorama to "soak in," and hoped that whatever Father Time might do with our "vigitation," he'd leave our legs alone until we had enjoyed many more excursions into New Zealand's National Park. A couple of hours' scramble through the bush, and we were disturbing the ducks on the West Branch, and half an hour later enjoyed our cup of tea at Mr. J. Aspinall's (late Macpherson's), the farthest outpost in this district, who always takes a kindly interest in the weary traveler. An hour landed us back at Niger Hut; 7.30 p.m. (four miles), where the rabbit poisoners were still hard at it fighting "bunny" [*Continued on page 12*]

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

BUICK is the Standard of Comparison because Buick models each year combine the principles that have proved their merit in the past with those new features whose value has been thoroughly proved by research and experiment.

Buick keeps pace with the times but it does not surrender those things whose basic worth has been proved by years of practical use. It is constantly looking ahead in order to anticipate the desires of the motorist but it knows that these must not be attained at the sacrifice of principles that have made Buick famous for its durability and satisfactory performance.

Therefore, every new development in Buick design and construction is in complete harmony with the car as a whole. Changes are not made merely for the sake of producing something different but because each change increases the value of the car to its owner. And it is because of this combination of advanced design with sound, well-tried principles that Buick is recognized by motorists everywhere as the Standard of Comparison.

BUICK engineers have this policy always in mind as they conduct their researches and experiments. They are men of vision and foresight and they have the utmost freedom in developing new ideas. They are not bound by tradition. They know fully the principles on which the past success of Buick is founded but they are constantly proving the value of these principles in the light of new developments in the motor car field. And unless these guiding principles of the past prove fully adequate to present needs, Buick engineers do not hesitate to depart from them.

Their one aim is to produce a car that will give complete motoring satisfaction and nothing is allowed to stand in the way of that aim. Buick does not believe in the maxim, "Let well enough alone." It believes that there is always possibility for improvement and therefore it never ceases in its search for new ideas that will increase the serviceability and value of the Buick car.

The Valve-in-Head motor is a case in point. It was adopted for the first Buick because thorough tests had proved it to be the most efficient and economical type of motor. It has been retained in every succeeding Buick model because the most extensive research has failed to reveal any other type that surpasses it. That, of course, does not mean that the construction of the motor has not changed. Numerous alterations have been made in it, but its basic principle remains the same. Experiment and practical use have shown many ways in which its efficiency could be increased and these have been adopted as soon as they were proved to be thoroughly practicable.

The result is that the Buick Valve-in-Head motor, like the Buick car, is known everywhere as the Standard of Comparison.

SUCH results as this could not have been achieved by even the most gifted and far-seeing engineers unless they had had ample facilities for carrying on their experiments and tests. But Buick was able to combine the best of engineering skill with the best of research facilities and an unbroken record of success was the result.

Today the immense Buick plant at Flint possesses one of the best equipped engineering departments to be found anywhere in the motor car industry. Everything is at hand for the thorough analysis and study of every development in the motor car field.

But Buick resources do not end here. As a division of the General Motors Corporation it has at its disposal all of the scientific equipment and technical knowledge of that great organization. The General Motors laboratories are open to Buick and every assistance is given in solving the problems that are constantly arising in the effort to produce still better automobiles. With these combined facilities it is therefore possible to prove the worth of every new development before it is considered for adoption in Buick design and construction.

WHILE science is thus being employed to the utmost for the betterment of Buick, the practical side of the situation is never out of sight. Each development and improvement must prove its practical as well as its scientific worth before it is adopted by Buick.

Cars must be produced that will give complete satisfaction under the most widely varied conditions.

They must run smoothly on country side-roads as well as on city pavements and well-built highways. They must give satisfaction in all kinds of climates, at varying altitudes, and with varying loads.

Successful racing cars, for instance, are built for that purpose alone. Their carburetion and lubrication operate at full efficiency only at high speed. They will not operate satisfactorily at low or even moderate speeds. No further proof of this is necessary than to watch a racing car operating in traffic after leaving a track. The difficulty of handling it satisfactorily is at once apparent.

Buicks are designed to give reliable service under a variety of conditions. They must operate as efficiently at low speeds as at moderate and top speeds and they must meet many problems with which the racing car does not have to contend. It is easily realized that it is no easy task to design an improvement that will meet all the rigid tests that are required before it is adopted by Buick. It is a tribute to the designers that they have so consistently been able to prove the truth of the statement that "When better automobiles are built, Buick will build them."

BETTER automobiles" is the constant aim of every unit of the Buick organization. How well that aim is fulfilled is evidenced by the satisfaction of Buick owners everywhere. The clear sightedness of Buick designers has been rewarded by the success with which their efforts have met.

Because Buick has been ready to take full advantage of every development in the motor industry it has constantly retained its position as a leader. The man who buys a Buick knows that he is getting a car that embodies the latest design and equipment together with the stability and endurance that are assured by twenty years of successful motor car construction. He is able to judge the whole trend of the automobile field by the developments that are brought forth by Buick. He knows that Buick links correctly and efficiently the sound principles of the past with the sound features of the present. Because of that Buick is recognized everywhere as the Standard of Comparison.

# Tourists Find Buick the Standard of Comparison

NOW that the vacation season is in full swing the automobile is at the height of its popularity. Long summer evenings are proving ideal for short spins in the country and the prospect of many weeks of clear weather is causing many motorists to plan trips that will take them clear across the continent.

Roads everywhere are now at their best and there are few joys to compare with that of the extended automobile tour. But the joy of the trip is not complete unless it is taken in a car in which the motorist has perfect confidence. There are varying road conditions to meet and there are times when plenty of reserve power will be needed and always will there be the need for steady, dependable performance and a maximum of comfort.

Motorists who have tested Buick on both long and short trips know why it is the Standard of Comparison. They have proved its merits and know that they can arrange for extended trips with the assurance that their car will meet every demand made upon it. In addition they know the value of Buick nationwide Authorized Service. No matter where tours may take them they are seldom far distant from reliable and skilled service for their cars.

THIS 1923 Buick Five-Passenger Touring Sedan, owned by Mr. J. McAllister Stevenson, Abilene, Texas, has given good service under trying conditions. Mr. and Mrs. Stevenson are shown with the car

These facts are borne out by the experiences of many Buick owners.

Mr. A. E. Knowles, of Battle Creek, Michigan, drove with his family in their Five-Passenger Buick Touring to Orlando, Florida, by way of the coast and through Savannah, and returned by way of the Dixie Highway, covering 4,500 miles. They had practically no trouble with the car during the entire trip and it was not necessary to spend a cent for repairs. The gasoline and oil mileage was most satisfactory.

Mr. Knowles was so pleased with the performance of the Buick on this trip that he has arranged to buy a new model, which will be his fourth Buick. He is highly pleased with Buick Authorized Service of which he says that although it is not often needed it is always convenient.

Buick owners on the Pacific Coast have ample opportunity to enjoy the use of their cars. Mr. and Mrs. C. B. Andrews, of Seattle, traveling only by day, reached the Mexican border in just one week, passing through heat, snow, and mountain mud. They journeyed comfortably, without haste and without the slightest trouble of any kind with the car. The 1917 Roadster that they drive has been twice around the world but is still running smoothly and is in daily use.

Buicks proved useful to Mr. A. J. Denny, of Green River, Utah, when drilling wells in that region. He used a Buick during the construction of a well 156 miles from a railroad. Part of the journey was through Muley Twist Canyon in Garfield County, Utah.

This canyon is forty miles from the Colorado River and 156 miles from a railroad. It is five miles long and has a steep hill at one end with a grade of nearly forty-five per cent. The Buick always climbed this successfully and once helped a motor truck to reach the top.

The canyon is a particularly picturesque one and contains an interesting cave. Early pioneers passed through it on their way to new homes. Buick was the first car to enter the canyon, which it reached after a trip of two days from the railroad.

Much of the material for the well-drilling was carried in the Buick. "We found the Buick was the only car for our business," Mr. Denny writes. "I have run Buicks more than 150,000 miles and have never had to walk a mile."

An interesting pleasure trip is described by Mr. Bascum Reece, Eldora, Iowa, who owns a Buick Sport Roadster. "I owned twelve cars before this one, three of which were Buicks. This one beats them all," he writes. "I have driven it 8,500 miles with no trouble.

"I traveled from Eldora with my wife and father to Winston, North Carolina, in five days. From there we drove to Jacksonville, Florida, and then came home by way of Baltimore and Washington. We made the return trip of 2,200 miles in six and one-half days, although there were 200 miles of deep mud in North Carolina and Virginia and snow in the Allegheny Mountains. No car passed, or even followed me on the trip and I simply cannot help telling you that Buick has built the best car on the road and that the slogan 'When better cars are built Buick will build them' is absolutely right."

Owning a Buick enables Mr. George B. Crapsey, of Ashland, Oregon, to combine pleasure with business. He does all the traveling on the vaudeville circuit in his Buick and carries with him in a special cage Alice Teddy, his roller-skating bear.

Alice weighs 280 pounds and her cage weighs 190 and in addition to this weight the Buick carries all the camp equipment, a tent, bedding, trunks, and stage costumes and equipment.

"This is a big load but the Buick is good for it," Mr. Crapsey writes. "We have made all our dates. Every time I have stepped on my Buick it was ready to go. We traveled from Merrill, Wisconsin, to Springfield, Illinois, then to St. Louis, Missouri, Kansas City, Denver, Santa Fe, Phoenix, Los Angeles, Portland and Seattle. Since then we have played all the towns of any size from Van-

THIS picture shows Dr. Henderson, of Bloomer, Wisconsin, with his D-Six-45 Buick which he has owned since 1915. He made a trip to Yellowstone Park and Spokane and declares that the car is good for many more long trips

couver, British Columbia, to San Diego. In Kansas we had mostly mud roads but the Buick came through all right. At places where we camped people would look at the bear and the cage and say, 'Well, you have a big load on the back of your car.' I would say, 'Yes, but the Buick will stand up under it.' I think the Buick is the best car made and when I buy another car it will be a Buick. There are other vaudeville acts traveling with automobiles and I notice that most of them are Buicks. I have driven my Buick 16,528 miles."

Mr. and Mrs. J. McAllister Stevenson of Abilene, Texas, drove a 1923 Buick Five-Passenger Touring Sedan from the Buick branch in Detroit to Abilene, a distance of 2,255 miles.

This Buick, owned by Mr. A.E.Knowles, Battle Creek, Michigan, made a 4,500-mile tour to Florida and back. No trouble was experienced during the entire trip. This is Mr. Knowles' third Buick and he is planning to buy a fourth

Carrying a 280-pound bear, this Buick, owned by Mr. George B. Crapsey, Ashland, Oregon, who is in vaudeville, has traveled more than 16,000 miles

Through mud and snow this Buick, owned by Mr. Bascum Reece, Eldora, Iowa, made a successful trip to Florida. Mr. and Mrs. Reece are shown here

Touring to Mexico from Seattle put this Buick Roadster to a severe test through which it came successfully. The owner, Mr. C. B. Andrews, and Mrs. Andrews, of Seattle, are shown here

The trip was made via Toledo, Ohio; Louisville, Kentucky; Nashville and Memphis, Tennessee; Jackson and Vicksburg, Missouri, and thence west to Shreveport, Louisiana, and Dallas, Texas. Some very bad roads were encountered on the trip but no difficulty was experienced as the Buick came through in fine condition, Mr. Stevenson writes.

An interesting account of a Buick is given by Mr. John H. Randall, of Pawtucket, Rhode Island. He traveled from his home to California in twenty-two days.

"We traveled on the Lincoln Highway to Salt Lake City and then we took the Arrow Head Trail to Los Angeles," he writes. "We had all kinds of bad roads to contend with and all kinds of grades. While we were in California we traveled 1,900 miles. On the return trip which we made by the Santa Fe Route we took only nineteen days. We used a camping outfit all the way and cooked all our own meals."

Buicks have given the most satisfactory service to Mr. R. K. Staley, of Antigo, Wisconsin. He writes, "My first Buick was a 1920 model, and after putting it through some very hard driving for more than a year, and having no expense at all outside of the usual upkeep, I bought a 1922 model. After putting this to still more severe tests, and not having the least trouble or accident, I sold it and as soon as the 1923 models were ready, my dealer went to Flint and drove one back for me.

"After driving this car 7,000 miles I started on a trip West. I took the longest way from where I started, Marinette, Wisconsin, by going south to the Mexican border, then west, coming into California at San Diego and up to San Francisco. This is a good route on which to test a car as every kind of road is encountered, rough and smooth, mud, hills, mountains, sand, creek bottoms, streams to ford and deserts to cross. I made this trip in thirteen days.

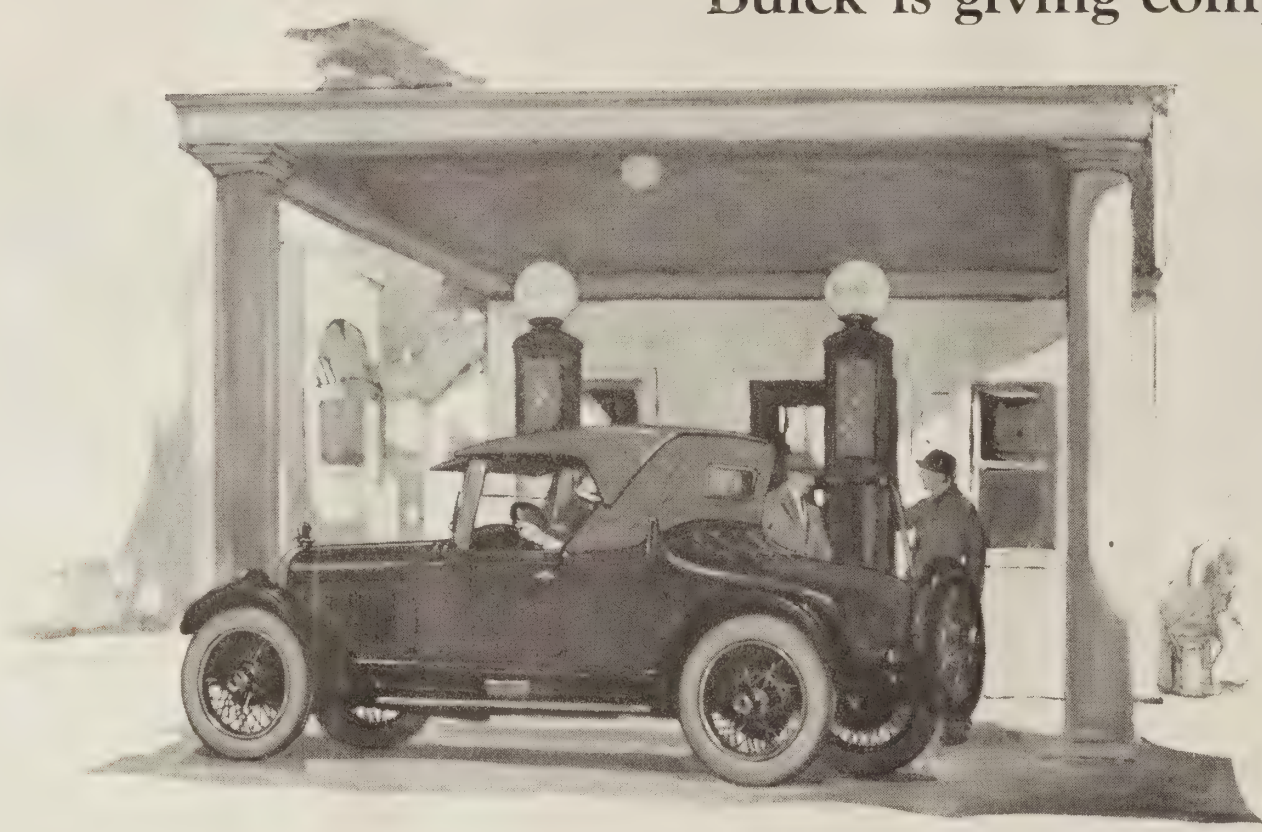
"The Buick is a car that the driver can depend upon. When I bought my first Buick I did not know anything about a car but I had heard many people say that the Buick is a good automobile and that when you start with a Buick you are sure to get back. I have been saying the same thing ever since I bought that first Buick and I have added much more to it."

The experience of this Buick owner has been paralleled by hundreds of other drivers. They are enthusiastic about their cars because of the complete motoring satisfaction that they afford. The thorough reliability of the automobile combined with the facilities of nationwide Authorized Service adds to the pleasure of every trip. Because of this, Buick is established as the Standard of Comparison.

This Buick is traveling through the Muley Twist Canyon in Garfield County, Utah, where it was used by Mr. A. J. Denny, Green River, Utah, in well drilling operations. The Buick was the first car to traverse the canyon, Mr. Denny writes

# *Buick Adaptability to every motoring pur*

## Four models that indicate the
## Buick is giving complete satis



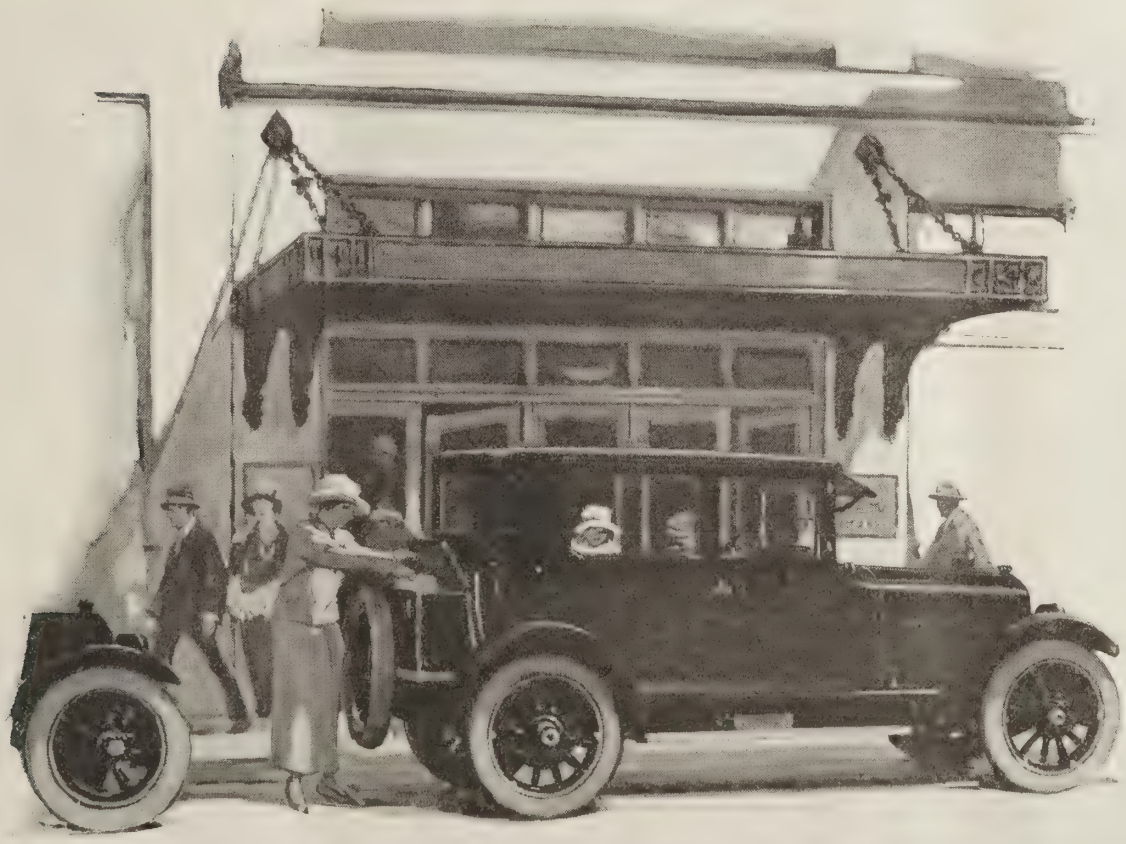
The Buick Model 23-Six-54 Sport Roadster established a new mark in the motor car field when it was introduced by Buick. Particularly adapted to touring, it fits perfectly into every motoring occasion. Distinctive lines, lustrous color and sparkling nickel combine to form the charm of its appearance

For the spin to the country club or the seashore there is no more ideal car than the Buick Model 23-Six-55 Sport Touring. Its lines, color and appointments bespeak refinement while its spirited performance adds a completing touch of pleasure to every summer outing and social occasion

# ose makes it the Standard of Comparison

## idely varying fields in which
## tion to thousands of owners

In the commercial world Buick has won wide popularity because of its reliability and performance, combined with its distinctive appearance and comfort. The Buick Model 23-Four-36 has proved particularly adaptable to business needs because of its all-around serviceability and satisfaction



Women find complete motoring satisfaction in the Buick Model 23-Six-41 Touring Sedan. The trunk provides a convenient storage place for parcels during a shopping trip where they will be out of children's way and will not encumber the interior of the car. This model is widely used for social purposes

# Nationwide Authorized Service—Another Reason

AUTHORIZED Service has played an important part in making Buick the Standard of Comparison. It stands behind the Buick car as a united, countrywide organization, prepared and equipped to insure every Buick owner of complete satisfaction from his automobile.

In the smallest centers it preserves the same standards as in the largest metropolis. Buick dealers everywhere are men of recognized standing in their communities. Their service stations and the manner in which they serve the Buick owner reflect the spirit that has done so much to make Buick the Standard of Comparison

BUICK owners are assured of typical Authorized Service in Cherokee, Iowa from the Peterson Motor Co.

SITUATED on the Washington Highway, the Authorized Service Station of Mr. C. A. Curl, Tyndall, South Dakota, is in a position to give valuable aid to the motorist

BUICK standards are maintained in every way by Wade & Burnight, Buick dealers at Sioux City, Iowa

IN Arcadia, Iowa, Buick owners are well served by Peters Brothers Authorized Service Station

BUICK owners in Hooper, Nebraska, get characteristic Authorized Service from Mr. Anton Tunberg

EQUIPPED to meet every need of the motorist the Mudloff Automobile Company, St. Paul, Nebraska, affords typical Authorized Service

AUTHORIZED Service is available to Buick owners at Inwood, Iowa, at Hansons Garage

AUTHORIZED Service Stations of the kind operated by Mrs. Iola Muff, Crete, Nebraska, have helped to make Buick the Standard of Comparison

BUICK owners in Boone, Iowa, are well served by the Boone Buick Company, whose station is shown here

# Why Buick is the Standard of Comparison

Another of the numerous points where Authorized Service is available is Tabor, Iowa, where Mrs. L. C. Hall is the Buick representative

In Scottsbluff, Nebraska, Buick is represented by Mr. H. J. Hannon, whose fine building is shown here

The Thompson Garage, at Marcus, Iowa, is prepared to give service of the kind that means complete motoring satisfaction

Here is the Fritz Nicklas Garage in Syracuse, Nebraska. It is equipped to aid the motorist in every way

Buick is fittingly represented in Paulina, Iowa, by the Horstmann Automobile Company

This new building of the Des Moines, Iowa, Buick Automobile Company conforms fully to Buick standards

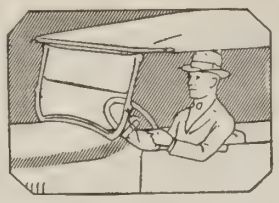
In Valentine, Nebraska, Buick is represented by the McDonald Motor Co., whose building is shown here

Buick owners receive the attention that is characteristic of Authorized Service from Mr. Ross Hibbert, Adams, Nebraska

Typical Authorized Service is given by the Grand Island Buick Automobile Company of Grand Island, Nebraska

# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars



## Lubricating the Valve Mechanism

BUICK Valve-in-Head construction permits of easy access to the valve mechanism for inspection, oiling and adjustment. Simply by removing the top engine cover these parts are exposed to view. This feature is of particular advantage to the motorist who wishes to take care of the minor adjustments and lubrication of his automobile.

The slight effort required is more than repaid by the fact that the car is maintained at the height of efficiency. Most motorists have reached the conclusion that oil is cheap in comparison with the results that it assures, and they are liberal in its use on their automobiles.

Valve stems, particularly, repay the small amount of attention necessary for them. Kerosene liberally applied with a small oil can and left overnight will clear away any small accumulations, and lubricating oil applied in the same way on the following morning will keep the valve stems working smoothly and efficiently.

Rocker arm bushings and ball ends of push-rods are lubricated from the hollow rocker arm shafts. These shafts are easily lubricated through the oil holes provided. Valve lifters at the lower ends of push rods require no oiling as they are taken care of by the splash inside the crank case.

Maintaining proper clearance between the rocker arms and valve stems is important to the motorist who wishes to keep his car in the best of trim. Full information regarding this is given in the Buick instruction book. Other important points on lubrication are clearly explained by the Buick lubrication chart, which will be sent free on request. (In sending for chart be sure to state whether your car is a four or six-cylinder model.)

For the motorist who does not wish to take care of these details himself, Buick Authorized Service is available everywhere. Only a short time is necessary for these small points to be handled thoroughly and efficiently and continual satisfaction from the car is the result.

Such attention to the car is true economy as well, because it not only assures good performance but lengthens the life of the working parts.

## Buick Penetrates the Heart of New Zealand

*(Continued from page 4)*

for the splendid grass which is so plentiful on these flats—5 a.m. to 8 p.m. in the scorching sun! And we city folk think the sheep farmer only works once a year when he clips the wool. On the walls of Niger Hut we read the news of the year. A party of medical students record an outing up the West Branch to the Waipara Saddle, while the sketch by one of the party, "I climb for love, not for a living," is worthy of a Bairnsfather, and is a real tonic to the "deadbeat" sightseer. Belgium has the honor of "first car here"; Buick has been here twice and another car twice. The noxious weed before referred to is semi-poisonous to the cattle during spring and early summer, causing them to behave erratically, switching their tails vigorously and rushing off on their own as though to some definite object, then turning back to the herd again. An erratic young bull followed the car for some distance on the return journey, his head down and his tail up, but the startling report of a breech-loader brought about a change of mind and ended an exciting few minutes by turning him back to the mob. Muddy Creek is easier crossed on the return journey; there being no bank coming out. While boiling the billy at Niger Point, continued squeaking called our attention to a shag rookery on the cliff, where we found several nests of young shags. Tempted by the "five bob a beak" offered, we collected a dozen and drove on, pleased with an easily made £3. However, on reaching Cattle Flat, the information that "young shags' beaks were half price," cut it in half. But "half a loaf's better than no bread," so the beaks were carefully cleaned and cured. Enquiry at Dunedin elicited the information that "young shags were a 'bob a head,'" which cut our "divvy" again by more than half. Nothing daunted, the beaks were duly presented, when the first question, "Where did you get them?" put our stocks down to zero. We had got our beaks outside the prescribed area. The prospective sixty bob which had gladdened our hearts had vanished altogether.

A couple of years ago at our picnic at Phoebe's Creek, with a party of children, we had a little excitement. A shorthorn bull, who has since done duty in the form of tinned beef, was noticed coming straight across the flat half a mile away. About fifty yards off, straight across the creek, he made the definite inquiry, "By whose permission have you come into my domains?" accompanied by the usual pawing and roaring. We took no notice until he got down into the creek and started rooting the bank with his horns. We then suddenly remembered that we had noticed a better picnic ground on the other side of the fence at Speargrass Creek, scurried our goods and chattels aboard, and made thereto as quickly as the surface would allow. We found afterwards that the bull had a distinct "reputation" locally, and was kept in hand occasionally with a charge of shot.

### *What is your Experience with Buick?*

Buick receives letters from hundreds of owners relating the satisfactory service that their cars have given and describing interesting tours that have been taken. We believe that many other owners would like to tell of their experiences. Buick will be glad to consider such letters for use in *The Buick Bulletin* if they are mailed to the Advertising Department, Buick Motor Company, Flint, Michigan. It is important that authority to Buick to use such letters for advertising purposes should accompany the letters.

## Experience Proves Buick Worth

"I BOUGHT my first car in 1904 and have had seventeen cars altogether since then," writes Mr. W. R. Lusher, 300 East 17th Street, Brooklyn, New York. "I am sorry to say that I bought fifteen cars before I realized that Buick was the right proposition. When I so decided I bought a six-cylinder Coupe and a Five-Passenger Touring. I can safely state that I have never run cars with such pleasure as I now experience with my two Buicks, and yet some of my former cars cost as much as $3,500.

"It looks to me as if these two cars will outlast my earthly pilgrimage but if I do make a change the new cars will certainly be Buicks. I know what driving is, having piloted cars 350,000 miles in the last nineteen years."

It is service such as this that makes Buick the Standard of Comparison.

### *Another reason why Buick is the Standard of Comparison*

In the January issue of *The Buick Bulletin* there was an article by Mr. John J. Roberts, of Battle Creek, Michigan, who wrote: "We have owned seven Buicks but expect to keep this faithful old friend for more long trips as it seems to be as sturdy and strong as when it was new."

Referring to this, Mr. Henry W. Naegele, President of The Naegele-Auer Printing Company, Middletown, Ohio, writes: "Mr. Roberts has nothing on me, as I too have a 1916 Buick which I consider a 'faithful old friend' that seems to get stronger the more one drives it.

"I have run my 'faithful old friend' over 62,000 miles, driving over hills and mountains and it seems good for 62,000 miles more.

"I, too, hesitate parting with it, as I like it on long trips, and the heavier the load and the bigger the hills the better it climbs.

"I am with Mr. Roberts in all he says, or I might put it this way: 'I want to second that motion, Mr. Chairman, and declare it carried.'

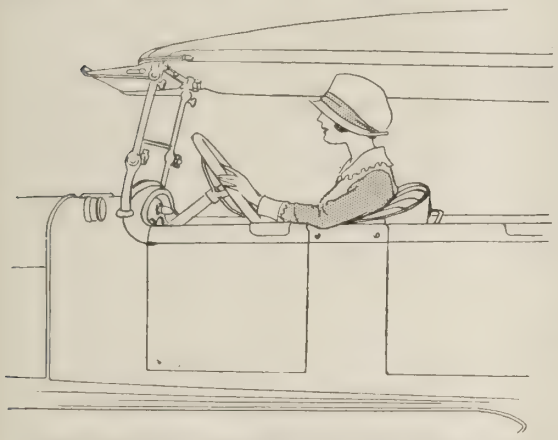
"'When better automobiles are built, Buick will build them,' and I am for the Buick first, last, and all the time."

# For Women, Buick is the Standard of Comparison

BECAUSE it combines correct design and beautiful appearance with dependable performance, Buick is recognized by women as the Standard of Comparison.

Women are critical car buyers. They want an automobile that is beautiful in appearance and which they can use with pride for any occasion. But beauty is not the sole consideration with them when a car is purchased.

The car for the woman driver must afford complete motoring comfort. It must be controlled with ease and it must be thoroughly reliable. Such a car is the Buick.



BECAUSE of the irreversible steering gear there is no vibration from the Buick steering wheel and a woman can drive with perfect comfort

Every one of the present models is a recognized leader in motor car design. Their graceful lines, correct proportions, lustrous color and handsome appointments result in that complete harmony necessary to the motor car of distinction.

ONLY slight pressure of the foot is necessary to bring the brake of a Buick into play. This is one of the reasons why women like to drive Buicks

the car in heavy traffic and yet does not demand fatiguing exertion on the part of the driver.

The clutch, too, contributes its share toward making the driving of a Buick pleasant and easy. It is so carefully adjusted that it can be pushed down with one thumb. Only the lightest foot pressure is needed to make it work surely and effectively. This is important to the woman driver because the changes in gear that are necessary during every drive could easily detract from the joy of motoring if they were not effected so easily as they are with the aid of the Buick clutch.

In this connection the operation of the gear shift makes a strong appeal to women. It moves so easily that it can be changed from one position to another merely by the pressure of the finger-tips. It simplifies driving to the last degree.

The real ease of Buick operation, however, is best realized when all these points are considered together, because the Buick does not rely on one piece of mechanism for its dependable performance but on several units working in perfect harmony.

Knowledge of the other working parts of the car increases the woman driver's confidence in Buick. The sure performance of the Valve-in-Head motor and the complete harmony of the other working parts assure the reliability that makes the motor trip free from care.

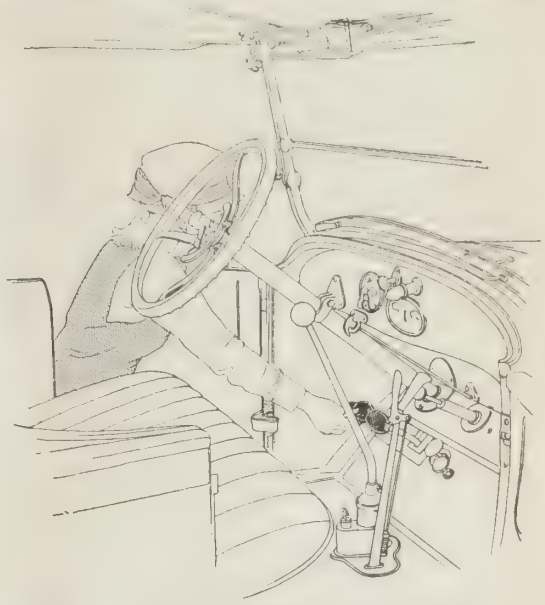
Complete motoring comfort is assured by the other features of the car. The deep, handsome upholstery adds greatly to the appearance and contributes much to the comfort of the occupants. Other appointments give the touches of refinement that have aided in making Buick the Standard of Comparison with women.

While the Buick car alone has made such a strong appeal to the woman driver, there has been another factor that has been of great importance to her—that is Buick Authorized Service. It is rarely that the Buick requires servicing but when it is needed there is a countrywide organization, skilled in Buick construction and equipped to supply such service promptly and efficiently.

The woman driver knows that she is seldom far from a Buick Authorized Service Station and this knowledge, coupled with complete confidence in the car itself, makes her trips completely free from worry. The Authorized Service Station is ready, too, to aid her in giving her car proper care and attention.

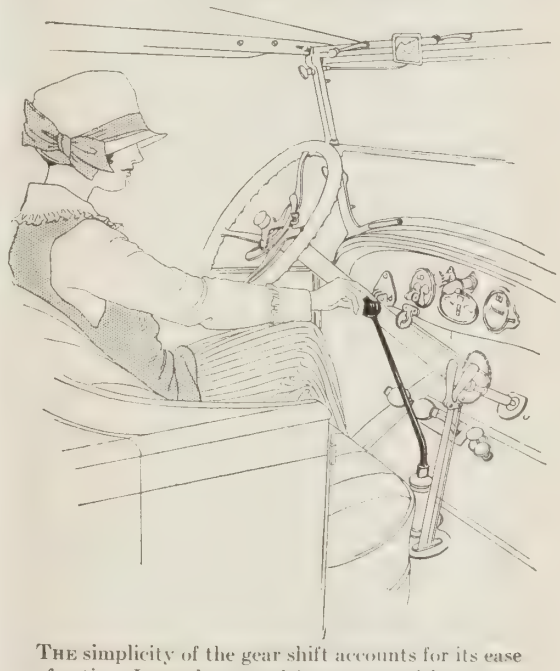
Not only are the service departments fully equipped and manned by men who are thoroughly familiar with every detail of the Buick, but special attention has been paid to the equipment of sales rooms and the furnishing of waiting rooms.

Pleasant surroundings are provided for the woman driver where she can wait comfort-



THE clutch pedal is so perfectly adjusted that it can be pushed down with one thumb. It acts positively and perfectly with a light pressure of the foot

ably while her car is inspected in the service department. The Authorized Service Station will see that the car is properly lubricated and that all other care is given to it that is necessary to keep it in perfect running condition.



THE simplicity of the gear shift accounts for its ease of action. It can be moved from one position to another with the tips of the fingers

But important as this is to the woman driver there is behind it the equally important assurance of Buick dependability. Because of that the woman driver knows that she can drive with perfect confidence under all conditions.

Ease of Buick operation appeals to her, too. The irreversible steering gear, with which the Buick is equipped, eliminates the vibration sometimes experienced with a car and makes it possible to take long drives without fatigue due to the constant jar from the steering wheel.

The ease with which the brake operates is another important consideration. Because the Buick brake responds instantly and effectively to a light touch of the foot it adds much to the pleasure of driving for women. It gives perfect control of

COMFORTABLE and pleasant waiting rooms such as this are frequently found in Buick Authorized Service Stations. The woman driver may rest at ease here while her car receives the necessary attention to lubrication and other points necessary to keep a car in good condition

Women drivers realize the necessity for giving a car regular attention of this kind, and while the Buick requires a minimum of care from the owner, many women find it convenient to have these details attended to by an Authorized Service Station.

The woman driver knows that because Authorized Service is countrywide, and maintains the same standards in the smallest community as in the largest city, that no matter where she may be she can take her car to a Buick Station with complete confidence that it will be handled correctly.

This fact, therefore, coupled with the complete motoring satisfaction afforded by the car, is the reason why Buick is recognized by women as the Standard of Comparison.

# The Standard of Comparison in Serviceability

BEING the happy owner of a Buick 1922 model, allow me to express my gratitude to the Buick engineers for turning out such a 'master.' Recently I completed a trip through New Jersey, Pennsylvania, New York and Canada and return, the engine at all times working perfectly and its smooth running nature making it a pleasure to control. The riding qualities were 'top notch.'"

This letter signed by "A Delighted Owner," Mr. E. S. Van Sicklen, 118 Van Sicklen Street, Brooklyn, New York, is typical of those that are daily received by Buick.

Each letter brings a new story of dependable performance, durability, and motoring satisfaction that leaves no doubt as to why Buick is the Standard of Comparison. Each letter reveals some new way in which Buick has proved its serviceability to the owner.

It is seldom that two cars have to meet exactly the same conditions. Throughout the country there are wide differences in climate. Roads vary from the well paved highway to the muddy track and the sandy desert trail. Some regions are flat and rolling while other sections are constantly putting a car's hill climbing ability to the test. Yet in spite of this wide difference of conditions Buicks have everywhere given satisfactory service. Their flexibility has made it possible for them to prove their serviceability under all circumstances.

In every type of service, Buicks have given thorough satisfaction to their owners. They have proved ideal for city motoring and daily use in heavy traffic has shown their thorough reliability. On lengthy tours their performance has been equally reliable and they have met the varying conditions of long trips with success that has made their owners proud of them.

It is not surprising, however, that Buicks have been able to give this widespread satisfaction. They are built for service. The result of twenty years' study and practical experience is reflected in every part of them.

The Valve-in-Head motor, adapted at the outset, is still a basic principle in Buick construction. Twenty years of the closest study of automobile construction has merely served to prove the soundness of the principle upon which the first Buick motor was built. Innumerable improvements have, of course, been made and the motor has been brought to a degree of perfection undreamed of in the early days of the motor industry. But the principle of the Valve-in-Head is still the same. It is one of the main reasons for Buick dependability. Not only is it thoroughly efficient but it is economical as well because the Valve-in-Head motor develops more power with less gasoline consumption than other types of motors.

Every other part of the Buick is in thorough harmony with the motor. The same careful study has been made of every detail of the construction with the result that the finished car is a complete unit in which every part does its share toward guaranteeing serviceability.

Not only have mechanical parts received this careful consideration but the chassis and body reveal the same thorough, scientific study of motor car problems. This means not only serviceability but comfort to the owner. The easy riding qualities of the Buick are due to the careful attention to every detail of construction. The irreversible steering gear, for instance, eliminates road shocks and makes long drives possible without fatigue. The gear shift lever, the brake and clutch pedals all work easily and positively so that a minimum of effort is required from the driver.

Because of its scientific design and thorough construction it is seldom that Buicks require service attention but when they do such service is always immediately available.

Buick's Authorized Service organization has been built up just as carefully as the car itself. Everything possible has been done to make it of the utmost value to the Buick owner. So today it is a nationwide organization, holding everywhere the same ideals of service and the same desire to see that every Buick renders its owner complete motoring satisfaction.

It gives the motorist double confidence. He knows that in the Buick he has a car that is correct in every detail and that is seldom likely to give him the slightest trouble and he knows that a countrywide Authorized Service organization is ready to help him on the rare occasions when such help is necessary.

Economy of upkeep is another point that has won praise from the many Buick owners who have written of their experiences. They have found that their Buicks, with the little care and attention that is necessary for them, have given the best of service at the lowest cost. The Valve-in-Head motor is itself an effective guarantee of economy in gasoline, and other supplies cost surprisingly little. Repair bills are low, too, because the sound construction of the Buick makes the need of replacements very rare.

All these things have been frequently noted in letters received from owners by Buick and the letters as a whole offer sound and conclusive proof why Buick is the Standard of Comparison.

## *Courteous Attention Marks Authorized Service*

"Permit me to congratulate you and your company on the courtesy and frankness I have found in the Buick Authorized Service Stations from Cleveland, Ohio, to Burlington, Vermont, and from Quebec, Canada, to Tennessee," writes Mr. Will S. Ford, of Cleveland, Ohio, who is the owner of a 1918 Buick, which he has driven more than70,000 miles.

"My car is just as willing to go now as it ever was," he continues. "I guess it is good for another 90,000 miles."

## *Upkeep Cost of Buick is Extremely Low Owner Finds*

"We bought our first Buick, a 1917 model, and drove it for more than three years, over 25,000 miles, and sold it for ten dollars more than we paid for it," writes Mrs. Florence H. Brown, of Mt. Kisco, New York.

"Of course this was due both to conditions and to the car. We bought during the war, before prices began to rise, and sold when used cars were bringing good prices and I personally took care of the car during all that time.

"Our repair bill to a garage for three years amounted to one dollar and eighty cents.

"Our second Buick, a 1920 model, we are driving today. It has run nearly 24,000 miles and is always ready for use. We have had two or three people say they would like this car when we are ready to sell.

"The other day someone asked me what kind of a car I would buy next. I said, 'a Buick. What more can you ask of any car than that you never have trouble with it?'"

## *The Buick Creed*

A Buick automobile must be so built that it will, at all times and under all circumstances, give the owner uninterrupted use of his investment.

Every Buick owner is entitled to, and will receive prompt and efficient service—the kind that will insure him the motoring pleasure he expects.

Buick reputation, so pre-eminently firm and fair, was not won by chance, but is due to the policy established with the production of the first Buick car and so consistently adhered to ever since—that of giving the owner the maximum of service for the minimum of cost.

No matter what its price, a Buick car must and will give the maximum of that service for which it was intended, and must bear its proportion of the responsibility of maintaining that high prestige which Buick cars have attained.

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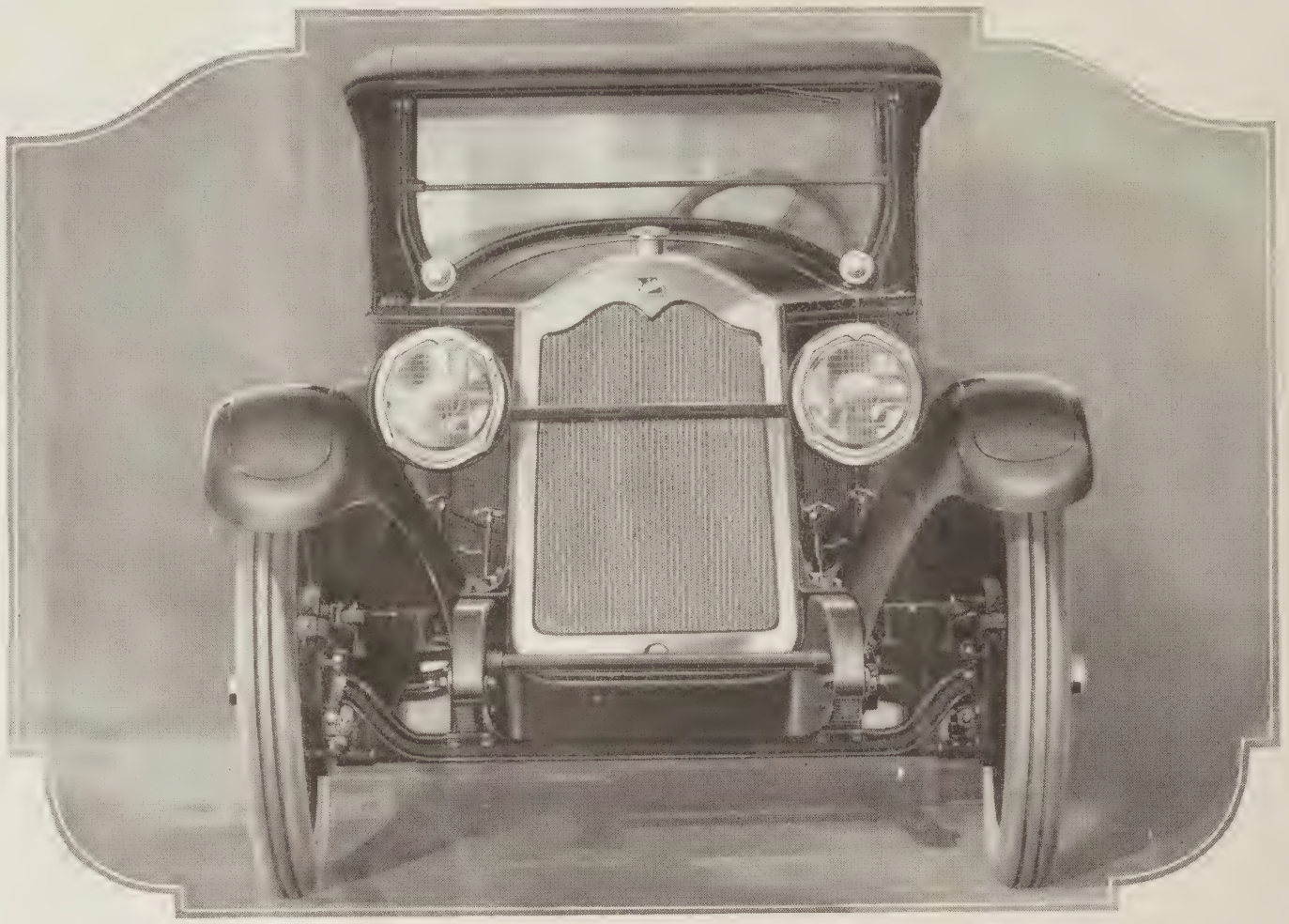
# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

AUGUST 1923 FIVE CENTS A COPY



## The New Buick, Front View

THE MOST trying test of motor car beauty is a straight-on front view of the car. Here is such a view of a Buick car of the 1924 series, which is typical of all Buick models for the present season.

Collectively, the various units form a complete and pleasing combination; individually, each is designed in perfect taste and harmony with the remainder. The new Buick radiator; the gently sloping hood; the Buick type head and cowl lamps; the smoothly moulded fenders; the lines of top and windshield; the polished nickeled parts and the sturdy chassis construction unite to give an impression of high quality and great serviceability.

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

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E. T. Strong, *Managing Editor*

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Flint, Michigan, U. S. A.

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FOR many years past Buick has been accepted as the Standard of Comparison. Already Buick is well on its way toward the two million mark in production, and each season as the refinement of the Buick car develops and more motorists become familiar with its excellence, the demand increases steadily and surely.

Each year brings with it substantial improvements in the mechanism, the appearance and the comfort of Buick cars, so much so that Buick is commonly a whole year in advance in design and serviceability.

The new Buick models for 1924 will be a revelation even to those who have followed Buick development in the past. Some of the engineering advances which these cars offer to the motorist prove, better than anything else can do, that Buick has looked ahead two or three years into the automobile future.

Bear in mind, when you are inspecting these new cars, that they are brand new automobiles from beginning to end. They have a new engine, new Buick four-wheel brakes, new frame, new body, new fenders, new radiator. They offer greater possibilities in speed, in power, in flexibility, and they give much more in comfort, in beauty and in safety.

In short, these fourteen new Buick cars represent the type of advancement for which the motorist is seeking, because the improvements which are found in them are the result of scientific research and not simply a number of changes that have been made for the sake of having something new to offer.

In pioneering the new Buick four-wheel brakes, Buick is following the same policy as when it adopted the Valve-in-Head principle of motor design. There can be no more doubt about the correctness of the principle of the Buick four-wheel brakes than there is of that of the Buick Valve-in-Head motor. In both cases, also, it is the application of the principle for every-day use that requires designing and manufacturing skill, and the four-wheel brakes have been incorporated into the Buick car with as much simplicity and success as the Valve-in-Head principle has been developed in its engine. Both are developments of principles that have proved their worth by years of practical service.

The other improvements are as constructive as that just described, and together they give to the Buick owner a remarkable series of advantages that are not to be had elsewhere. Each improvement has been matured and developed for many months in the Buick engineering laboratories and in the great laboratories of the General Motors Corporation, and all are offered to motorists with the same assurance and the same sincerity as the successful Buick models of the past have been offered.

# New Buick Features

## *Six-cylinder Models*

New Buick four-wheel brakes, easy to adjust and positive in action.
Larger bodies of entirely new design throughout.
Radiator new in design and construction.
New large size filler base and radiator cap.
New hood to conform to new radiator and bodies.
New water-tight hood hinge.
New open hood support.
New crowned fenders.
New design lamps to harmonize with new radiator and body lines.
New weather-proof strip on top of windshield.
New windshield, opening outward, anchored in rubber, extra wide vision.
New windshield bracket, exceptionally strong and pleasing in design.
New frame, extra heavily reinforced front and rear.
Long wheelbase—120 and 128 inches.
New instruments, instrument board and light conform to lamp design.
New dust aprons.
New gasoline tank—extra strength, fully covered.
New flush ventilator with baffle plates.
New flush-fitting wide doors.
New bumper plates on doors.
New extra seats of unusual width.
New seat positions insure greatest comfort.
New aluminum-bound running boards.
New six-cylinder Buick Valve-in-Head motor with all parts automatically lubricated.
New removable cylinder head.
New cup top push rods; adjustment on rocker arms, all automatically lubricated.
Silchrome exhaust valves.
New design double valve springs.
Valve stems and springs automatically lubricated by force feed from rocker arms.
New straight rocker arm shaft carrying oil to rocker arms and push rods.
New self-centering design valve spring cap and key.
New large camshaft.
New large camshaft bearings.
New automatic lubrication of camshaft bearings.
New large crankshaft—exceptionally carefully balanced.
New large crankshaft bearings.
New force feed lubrication to crankshaft bearings.
New long connecting rods.
New force feed lubrication to connecting rod bearings.
New type connecting rod piston pin attachment.
New long pistons.
New large piston pins.
New large timing gears.
New force feed lubrication to timing gears.
New camshaft gears.
New large water pump bearing.
Water pump shaft bearing automatically lubricated.
New large pump packing with brass glands.
New large distributer breaker cam.
New design square inlet manifold.
New design lower half crankcase extra strength.
New large size oil pump at lowest point in crankcase—free from sediment.
New style mud pan, very secure, easily removable.
New location for oil drain at lowest point in case.
New detachable motor arms on crankcase giving extra strength.
New positive heavy clutch spring.
New reinforced fan with long hubs.
New baffle in transmission insuring correct passage of all lubricant.
New brake disc on rear axle with new spiders.
New third members to correspond to longer wheelbase.
Extension on rear spring axle seats for convenience in placing jack.
New reverse Elliott type front axles.
New and heavy I-beam front axle forging section.
New enlarged king bolt and king bolt bushing.
New metal cap to protect top of king bolt.
New tie rod tube of one-piece construction with ball socket on each end.
New front and rear springs—exceptionally fine riding qualities.
Bayonet type lock for gas tank top.
New spark and gas control—no sector and very short levers.
Universal mounting on headlamps giving wide focusing range.
New aluminum cowl beading.
New rear window light most convenient for driver and passengers.
New style flush type curtain fasteners.
New sliding flat switch for tonneau lamps.
New outside door handles, fully nickeled—Models 49, 54, 55.
Wind lace in door openings of open models.
Sunshades on all closed cars, also Models 49, 54, 55.
New tops, special Buick design.
New narrow windshield posts on closed models giving clear vision.
New style door stop eliminating door straps on closed cars.
New type door hinges on closed cars.
New walnut window mouldings on closed cars.
New metal covered body pillars on closed cars.
New plush upholstery of exceptional quality on closed cars.
New double-service upholstery on Model 41.
New valve to increase efficiency of heaters in closed models.
New gasoline gauge on Models 41, 44, 45.
New windshield wings on Sport Models.
New type grain leather in Sport Models.
New design nickeled radiator on all Sixes.
New design dumb-bell cap on Sport Models.
New style trunk rack on Sport Touring and Brougham Sedan.
New style deck bars on Sport Roadster.
Natural wood wheels finest quality on Models 51, 54, 55.
New streamline deck on Roadsters and Coupes.

## *Four-cylinder Models*

New Buick four-wheel brakes—large drums, positive action.
Larger bodies of entirely new design throughout.
New design cellular radiator.
New design hood to conform to new radiator.
New ledge making hood flush with body.
New water-tight hood hinge.
New hood rest to hold up sides of hood.
New flush ventilator operated by push lever.
New doors flush with body.
New style windshield bracket, full length of cowl.
New weather-tight metal strip on top of windshield.
New design instruments and instrument board.
New low tilted seats, most comfortable.
New steering wheel position giving ease of control.
New design aluminum cowl beading.
New design dust aprons with single bead.
New windshield construction—swings outward—fine ventilation.
New cylinder water outlet in motor.
New hand brake lever.
New left-hand spiral gears on rear axles.
New reverse Elliott type of front axle.
New one-piece tie rod tube.
New center cross member on frame.
New front spring hanger.
New front spring shackle bracket.
New steering gear.
New design lamps.
New universal mountings on headlights, wide focusing range.
New curtain fasteners flush with body.
New design tops and side curtains.
New rear curtain lights convenient to driver and passengers.
New style dovetail on doors.
New narrow windshield posts on closed models giving clear vision.
New style door stop on closed models eliminating straps.
New highly finished walnut mouldings around windows of closed models.
Sunshade on closed models.
New heater valve on closed models.
New graceful design deck on Roadster and Coupe, very roomy.
New large weather-proof doors in Roadster and Coupe decks.

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

THERE is no doubt that the new Buicks for 1924 will establish Buick more firmly than ever as the Standard of Comparison.

In every detail the new cars conform to the desires and needs of the motorist, and it is easily understood how they do this so effectively.

While Buick engineers do the actual work of designing Buick cars, and Buick body engineers produce the actual design for Buick bodies, the new Buicks for 1924 are in reality designed by the motoring public.

It has always been Buick's policy to build into its motor cars those things that the motorist most desires for convenience and comfort. That policy has been justified by the complete line of new Buicks that is offered for 1924. In general appearance and design as well as in the smallest mechanical details, there is apparent careful study of the motorist's desires. Nothing that would add to comfort and convenience has been overlooked and none of the basic principles that have made Buick famous for more than twenty years have been sacrificed.

BUICK response to the motorist's desires is clearly seen in the chassis of the new Buicks for 1924. Because of the fact that the motorist of today desires a chassis that requires a minimum amount of attention, Buick has incorporated new features in the 1924 chassis to meet this demand.

Complete automatic lubrication of the new Buick Valve-in-Head motor gives to the owner a motor that, from this standpoint alone, has a world of value. Automatic lubrication decreases still further the amount of attention necessary for the Buick from the owner himself or from an Authorized Service Station.

Buick engineers have worked out the automatic lubrication of the Buick motor so simply that it is only necessary to keep the crankcase filled with oil to the proper level in order to insure the perfect lubrication of all moving parts of the motor.

Buick four-wheel brakes on all the new models are another evidence of how the new Buicks meet the motorist's needs. In these days of congested traffic the motorist desires a car that he can stop in a very short distance. Drivers in hilly regions also want a car that will stop surely and easily when required. In order to furnish the motorist with a car that will do this, Buick has placed on the front wheels the same brakes that have proved so reliable on rear wheels during the past twenty years.

While this was not possible without redesigning the front axles, Buick did not hesitate to make such a change in order to furnish to the motorist an additional factor of safety.

AFFORDING, as they do when applied, friction between the front tires and the roadway, as well as the rear tires, Buick four-wheel brakes are not only a factor of safety but they effect economy as well. They reduce the wear on the rear brakes and tires and distribute it on both the front and rear brakes and tires.

The Buick four-wheel brakes and the new self-lubricating Buick Valve-in-Head motor are only two of the many features that have been incorporated in the new Buicks for 1924 that contribute to the comfort and convenience of Buick owners.

Buick engineers have directed the same careful attention to designing the bodies of the new Buicks in order to furnish the motorist with a type of body that will best meet his needs and that will afford complete comfort to the driver and passengers.

In the bodies, as in the chassis, not the smallest detail has been overlooked that would contribute in any way to making the Buick give complete motoring satisfaction to the Buick owner.

EVIDENCE of this policy is found in the new four-cylinder Coupe, Model 24-Four-33. This is decidedly roomy and will accommodate four persons with its wide, extra seat. In lines, general beauty of appearance and serviceability, this car is typically Buick.

Model 24-Six-51—the Brougham Touring Sedan—is another new Buick that commands attention. It is a distinctive car that combines individuality with practicability.

The Brougham Sedan has a very commodious interior with the finest of upholstery and appointments. It has a distinctive top and a trunk rack that is built integral with the body. This feature is fully in keeping with the other fine qualities of the car and provides a convenient means for carrying a commodious trunk for trips of every nature. It is also most pleasing in appearance when the trunk is not used.

Further evidence of the careful way in which Buick studies the needs of the motorist and hastens to meet them is brought out by the Double-Service Sedan—Model 24-Six-41. This large, comfortable Sedan is finished with particularly serviceable upholstery. Articles may be carried in the tonneau without fear of damaging the car. This makes it particularly useful to the salesman and persons in many other lines of business. On the other hand, it fully meets the requirements of a family Sedan. This is just one of the ways in which it gives double service.

Two other six-cylinder Sedans, in addition to the two previously mentioned, and a four-cylinder Sedan make this Buick line most complete. Four models of Touring Cars are offered; three Roadsters and two Coupes.

BUICK of course feels proud of its achievement in building cars that have proved to be so extremely serviceable and that have so well met the demands and needs of the general motoring public.

But Buick does not hesitate to give credit to the motorist for many of the conveniences and comforts that have been built into its line.

Buick's policy will always be to incorporate in its cars such features as will contribute to further the comfort and convenience of motoring, as rapidly as such features can be developed. That does not mean, of course, that it will be possible to build cars according to the specifications of individual motorists.

It means that Buick is keeping closely in touch with the motoring public as a whole so that the needs of the whole body of motorists can be considered when new features and new conveniences are being developed.

This is the policy of the past and of the future that assures Buick of its place as the Standard of Comparison.

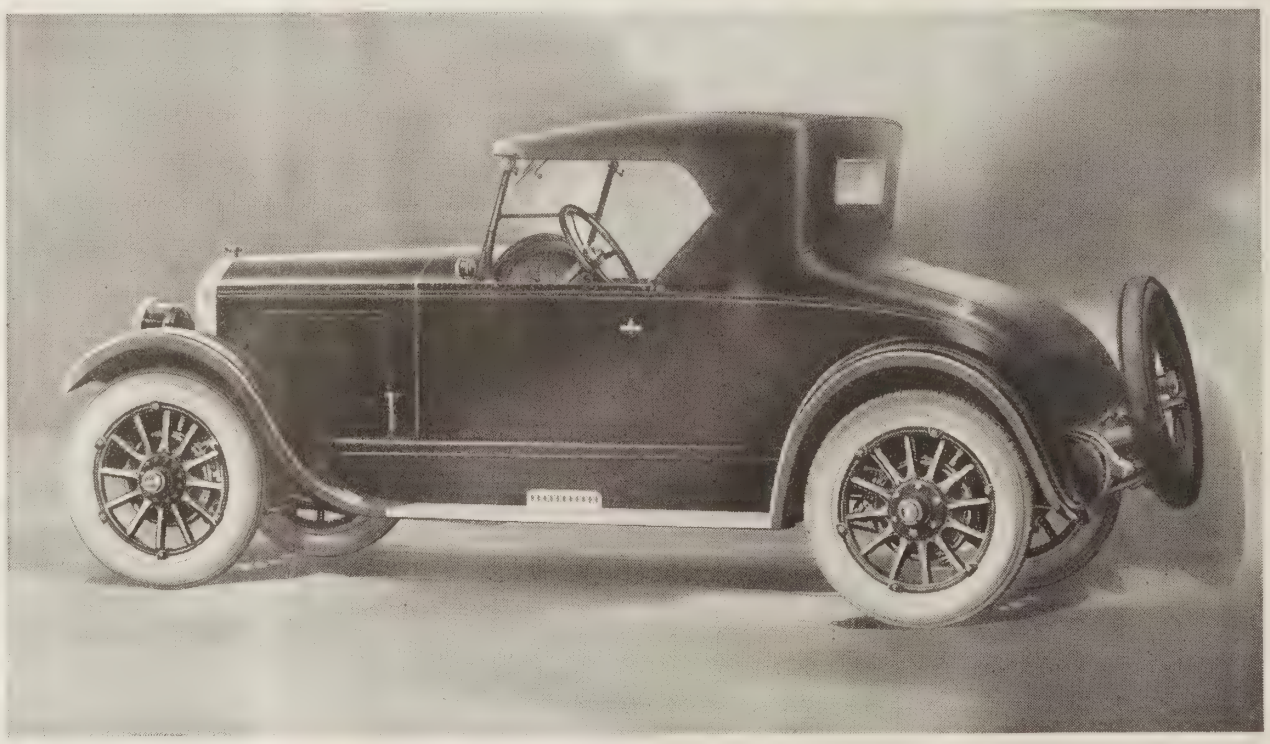
## The Buick Model 24-Six-41 Five-Passenger Double-Service Sedan

A FINE combination of features makes this new Buick five-passenger Double-Service Sedan of double value to a wide circle of motorists.

Most serviceable upholstery is used throughout, greatly increasing the longevity of the car for universal use, still retaining all the advantages of a closed car. The salesman can carry sample cases and other articles in the rear section of the car without damage to the upholstery and during week-ends it fully fills the requirements of a family Sedan. Persons in many other lines of business will find it a most pleasing and profitable investment. In fact the car is perfectly adapted to the requirements of general motoring service and sets a new Standard of Comparison.

The seventy horsepower motor can develop a speed rated at sixty to seventy miles an hour. The assurance of safety is increased by the Buick four-wheel brakes and every other mechanical feature is in keeping with these Buick advantages.

Rigid construction built into graceful lines adds to the value of the car. Four wide doors give easy access and the windows are adjustable. In short, it is designed for those who want an enclosed car that fully meets the requirements of both business and general motoring use.



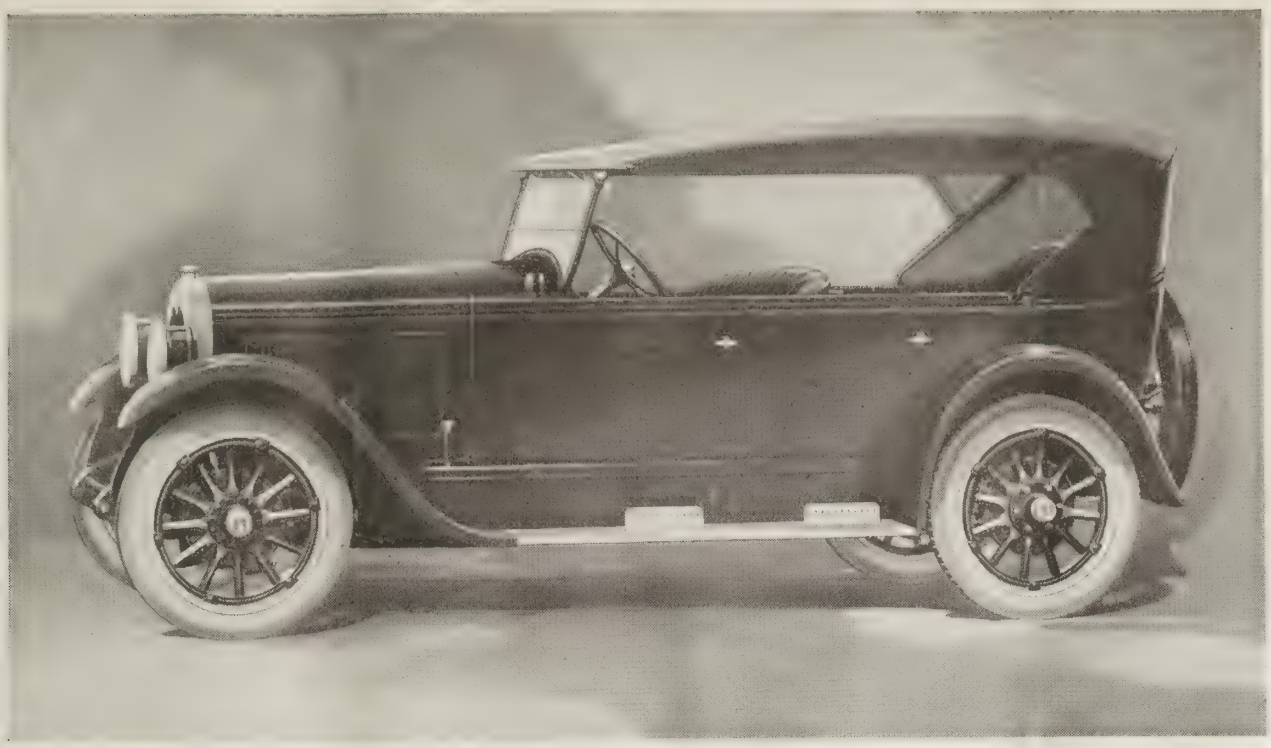
## The Buick Model 24-Six-44 Two-Passenger Roadster

WITH a speed that is rated at from sixty to seventy miles an hour, with a roomy seat well centered between the axles, with an ample wheelbase of 120 inches and with a graceful body of unusual roominess and comfort, this new Buick Roadster represents a value that is absolutely unsurpassed.

The body is roomy, the storage space is ample and the general appearance of the car—the lines, the finish, the fenders and the distinctive grace of the new radiator, hood, rear deck and fenders—marks it as the most attractive Roadster on the market. Every part in it contributes to the comfort and convenience of the motorist.

It is distinguished by many noteworthy features, such as the flush-fitting side curtains, the wind lace in the door openings to keep out drafts, the flush ventilator with its lever operation, the new and perfectly weather-tight windshield and the newly designed fenders, skirts, etc.

The new Buick engine, the new Buick four-wheel brakes and other mechanical improvements in its newly designed chassis, are described in the specifications on pages 14 and 15. But what these things actually mean in smooth performance, in flexibility, in easy riding comfort and convenience can only be learned by riding in the car.



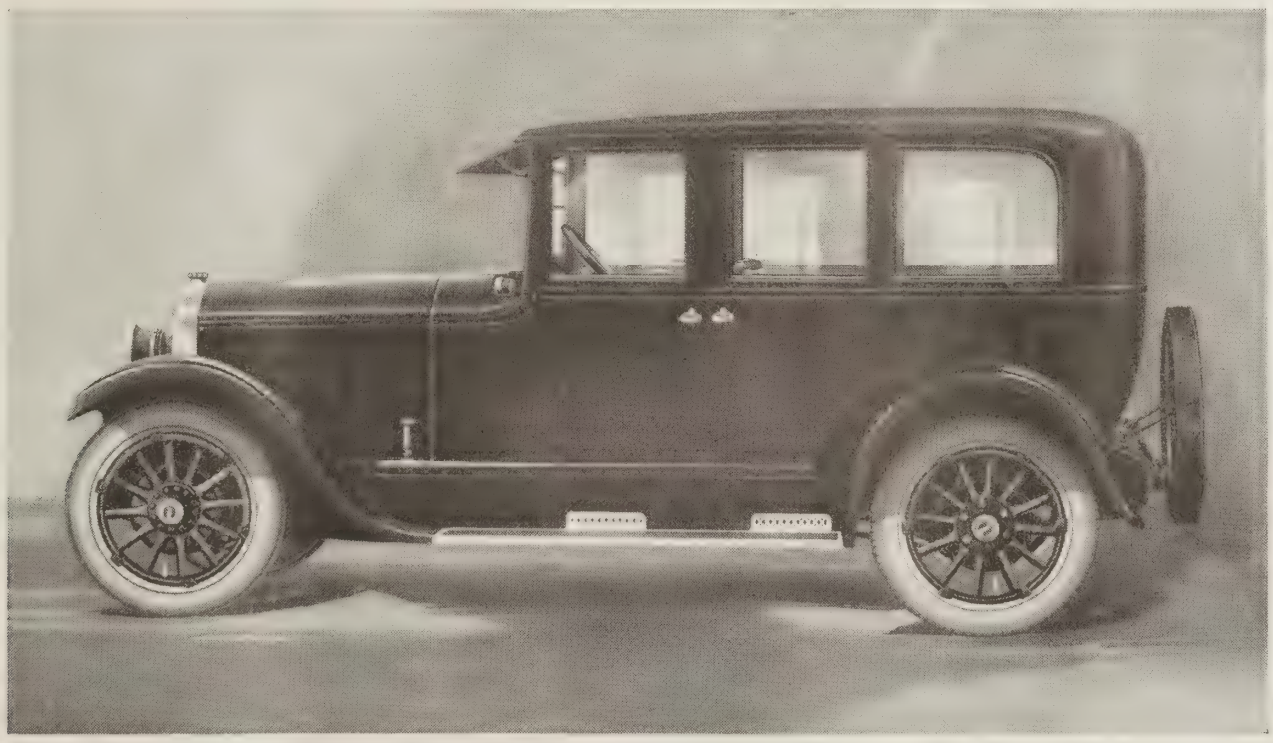
## The Buick Model 24-Six-45 Five-Passenger Touring Car

SAFETY, speed and beauty exceed all previous marks in this new Buick Touring model and set new Standards of Comparison in the medium-price field. It has lines that are absolutely new and distinctive; it has a new engine that will drive the car from sixty to seventy miles per hour; it has Buick four-wheel brakes that furnish an extra measure of safety that is not possessed by a car not equipped with them.

Beginning with the nickeled radiator and ending with the new design tail lamp, the exterior of this car is entirely new and attractive. Each feature is executed with all the skill of the trained Buick body builders.

The interior of the body is designed for the greatest comfort of the driver and passengers. The seats are lowered at a more comfortable angle; the windshield and doors are made wind-tight when closed; the flush cowl ventilator is operated by a single movement of a lever; the side curtains are held tightly to the body sides and many other features of a like nature add to the desirability of this unusual car for summer and winter driving.

To these advantages must be added the smooth and flowing power of the new Buick Valve-in-Head engine, the finest that Buick has yet produced.



## The Buick Model 24-Six-47 Five-Passenger Sedan

BEAUTY is reflected in every line of this Buick model. It is a new car in every particular and because of this its designers have had unlimited scope in giving it a truly distinctive appearance and providing it with everything necessary to complete motoring comfort.

Its graceful lines are longer in conformity with its 120-inch wheelbase and this is reflected in its increased roominess. The lustrous finish brings out the full beauty of its design and a completing touch of refinement is given by the liberal use of high quality nickel. Every point of comfort has been considered.

The seats are low and the cushions are tilted to increase the ease of riding. The steering wheel is located in the most comfortable position for the driver. There is a new shaped instrument panel including a gasoline gauge, clock, oil gauge, and new style instrument lamp. The side windows, as well as those in the doors, are adjustable, and there are numerous other important features.

Speed that is rated at from sixty to seventy miles an hour is possible with the new Buick engine, which is completely self-lubricating. And the pleasure and safety of driving have been increased by the Buick four-wheel brakes.

## The Buick Model 24-Six-51

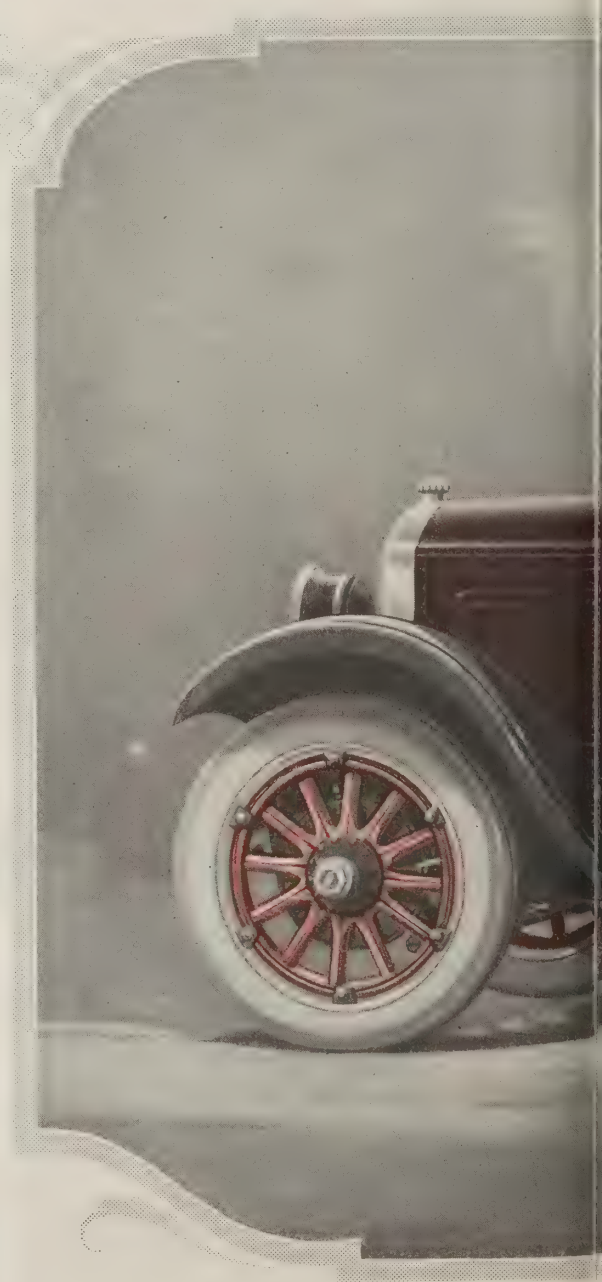
*Brougham Sedan*

THIS is the finest example of coach design. Measuring 128 inches from hub to hub, with a long, low body of finest Fisher quality, and with its length accentuated by the tourist trunk rack and tires at the rear, it has that appearance of extreme length combined with close touring comfort which is so desirable in this type of car.

Motoring is a luxury in such a motor car. On the rear is a trunk rack of new design, with new protecting bars and buttons, and the rack is capable of accommodating a full-sized steamer trunk. The inside of the car is very wide and roomy and has the same deep plush upholstery as those Buicks which are designed primarily for social use. Thus the Brougham Sedan serves a double purpose.

This car has power to start and power to stop. The new Buick Valve-in-Head motor delivers ample power and speed for all purposes, and the Buick four-wheel brakes give a tremendous factor of safety. Its six wide plate glass windows all have window regulators and the equipment is complete, even to the clock and the gasoline gauge on the dash.

The new Buick radiator, the distinctiveness in hood, fenders, lamps and all other features of design, make the Brougham Sedan individual in appearance.



# The Buick Model 24-Six-49

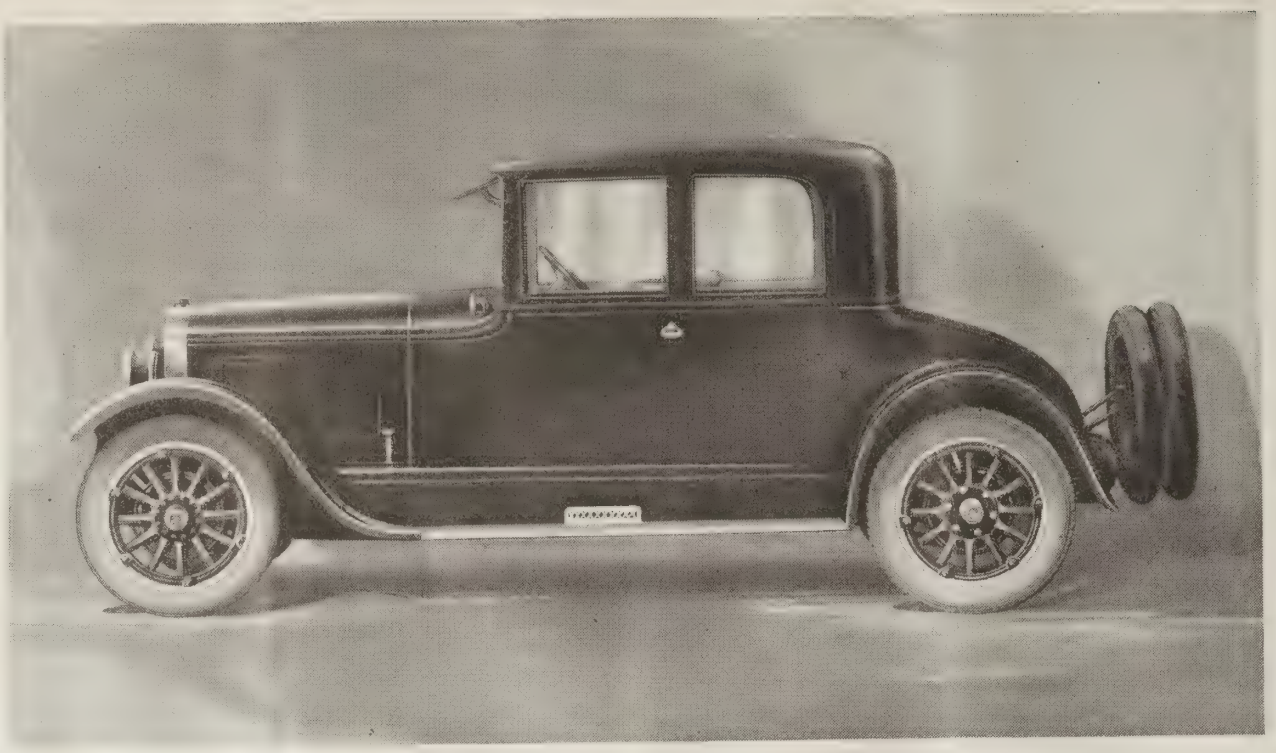
*Big Seven-Passenger Touring*

COMBINING the beauty of long, graceful lines with speedy, powerful performance this new Buick Touring model crystalizes a new ideal in the motor world. Its new radiator, its increased roominess made possible by the 128-inch wheelbase, and a score of other details all give promise of unusual motoring satisfaction, and that promise is completely fulfilled when the car is put to the test.

Its sturdy, durable construction reflects Buick's long history of successful motor car building while its advanced design reveals how accurately Buick is able to anticipate the motorist's desires.

The ample width of its auxiliary seats, which will accommodate three persons if necessary, making room for eight passengers, is typical of the generous proportions of the whole body. The doors are wider and are flush. There is a new inside door lock operating lever and a larger outside door handle fully nickeled. A wind lace in the door openings and a weather-tight windshield contribute to complete protection.

The new Buick Valve-in-Head engine, capable of a speed that is rated at from sixty to seventy miles an hour, and the Buick four-wheel brakes, give this model mechanical merit fully in keeping with its other qualities.



## The Buick Model 24-Six-48 Four-Passenger Coupe

Driving in this roomy new Buick Coupe you will gain a new appreciation of the combination of fine coachwork and a fine mechanism. After you have remarked the smoothness of the automatically lubricated engine that is capable of speed that is rated at from sixty to seventy miles an hour, you will be impressed by the ease with which you can control each and every operation and adjustment. With its marked acceleration, its great reserve of speed and its surplus braking power nothing more could be desired.

Inspecting the car from the outside you will note a marked superiority in its long, sweeping lines, in the form and finish of its radiator, hood, fenders and graceful body. Every detail is in complete harmony.

Inside you will see such equipment as patent window lifts for all four windows, gasoline gauge and clock on the instrument panel and fine plush material in the upholstery. Around all the windows are walnut garnish mouldings and new type door stops replace the door straps which are commonly used. The doors fit flush with the body and the same is true of the cowl ventilator. These details are typical of the care that has been observed throughout this new 1924 Buick model.

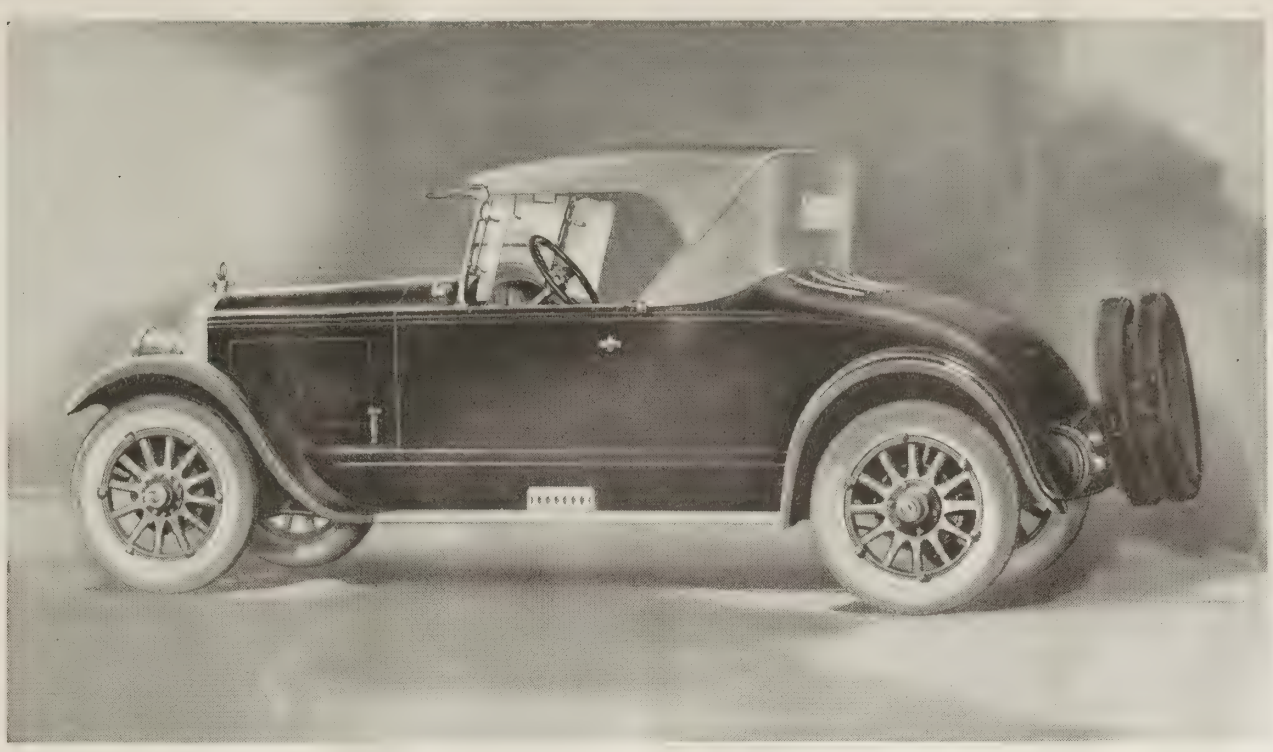
## The Buick Model 24-Six-50 Big Seven-Passenger Sedan

Both in its general proportions and in its minute details the Big Seven-Passenger Sedan establishes itself as a truly distinctive closed car. The strength and sturdiness of its seventy horsepower Buick Valve-in-Head engine with a speed that is rated at from sixty to seventy miles an hour, are reflected in the long, low body lines.

The interior reveals the same generous proportions and the same distinctive appearance, with its plush upholstery and wide, comfortable extra seats. Open car freedom is afforded by the adjustable windows both in the doors and in the sides. Every other detail contributes to comfort.

The new windshield is perfectly weather-tight. The ventilator is flush with the shroud and is operated by the simple movement of a lever. It is equipped with an air deflector so that complete ventilation is possible without discomfort to the passengers.

A sunshade, a new instrument panel, nickeled radiator shell and aluminum trimmings on the running boards are other factors that increase this car's high standard of value. And there is, of course, the additional sense of security given by the new Buick four-wheel brakes which is one of the big features that should cause you to decide in its favor.



## The Buick Model 24-Six-54 Three-Passenger Sport Roadster

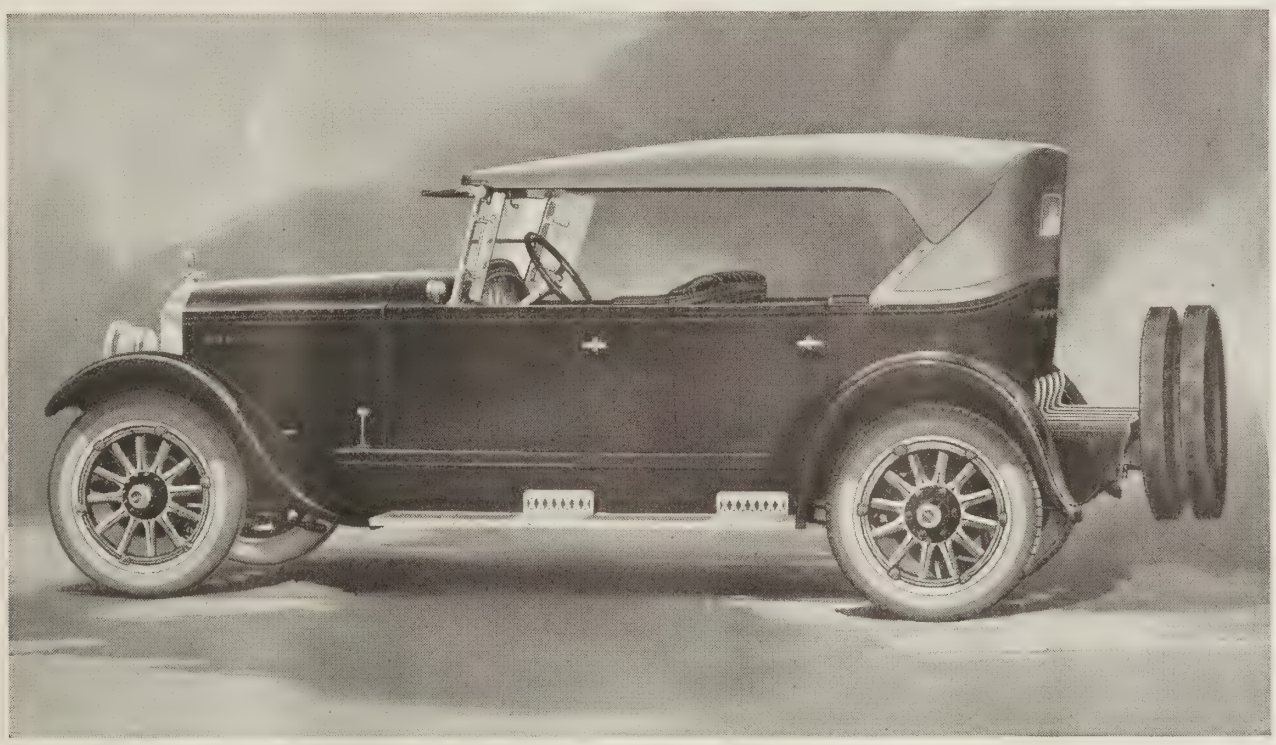
NEW heights of beauty, power and speed are attained in the new Buick Sport Roadster for 1924.

Long, low lines and beautiful color, enhanced by the sparkle of a wealth of nickel trimmings, truly reflect the fleetness that lies in its seventy horsepower motor whose speed range is rated at from sixty to seventy miles an hour.

As spirited and eager in performance as a thoroughbred, it is literally a companion for every kind of outing. No detail that would add to its trim, attractive appearance has been overlooked. The nickeled radiator shell and the completely nickeled head and tail lamps with raised designs; the new style dumb-bell radiator cap; improved deck bars; and natural wood wheels all add their share of luster and beauty. And this is true, too, of the steering wheel with its walnut rim and spider.

Low and tilted seat, accommodating three persons; conveniently located steering wheel; grain leather trimmings; sunshade; complete instrument panel; and a large rear curtain light are features that mean complete comfort.

With the new high powered Buick Valve-in-Head motor there is power to start and with the new Buick four-wheel brakes there is always power to stop at your command.



## The Buick Model 24-Six-55 Four-Passenger Sport Touring

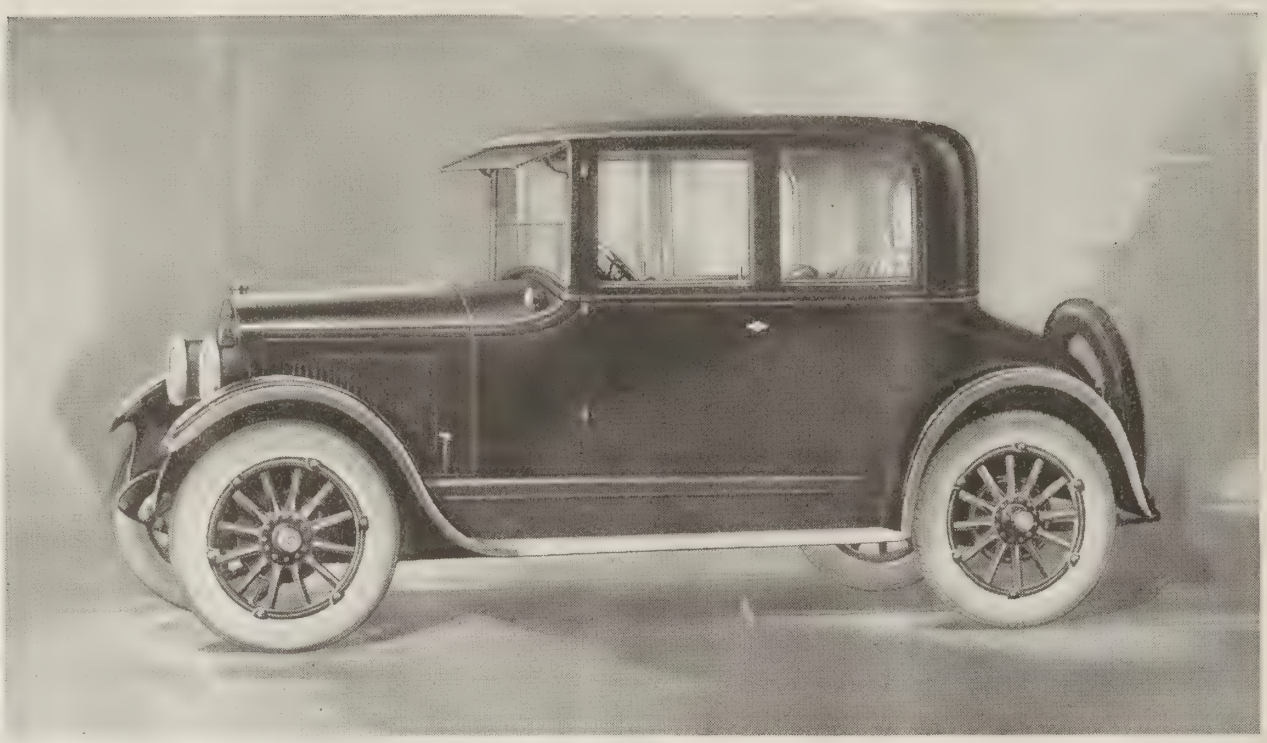
THE fleetness and comfort so necessary to the motor outing are present in an unusual degree in the new 1924 Buick Sport Touring. Capable of a speed that is rated from sixty to seventy miles an hour with its new self-lubricating Buick Valve-in-Head engine, and controlled perfectly by the Buick four-wheel brakes it is in complete harmony with the spirit of outdoors.

The headlamps are completely nickeled. There are new style windshield wings; nickeled radiator shell with a new dumb-bell cap and the running boards are bound with aluminum.

Tilted, low seats and well-placed steering wheel; wide doors, flush with the body; ample room, made possible by the 128-inch wheelbase; large rear curtain light; a sunshade and new instrument panel are other important features.

The springs have been designed to afford complete comfort for city and country driving. The trunk rack has been built to carry a standard steamer trunk and has new style bars with protecting buttons on the back panel.

From its natural wood wheels to its tonneau lamp with flat, sliding switch, it is an ideal car that may be imitated but not duplicated. Truly a Standard of Comparison.

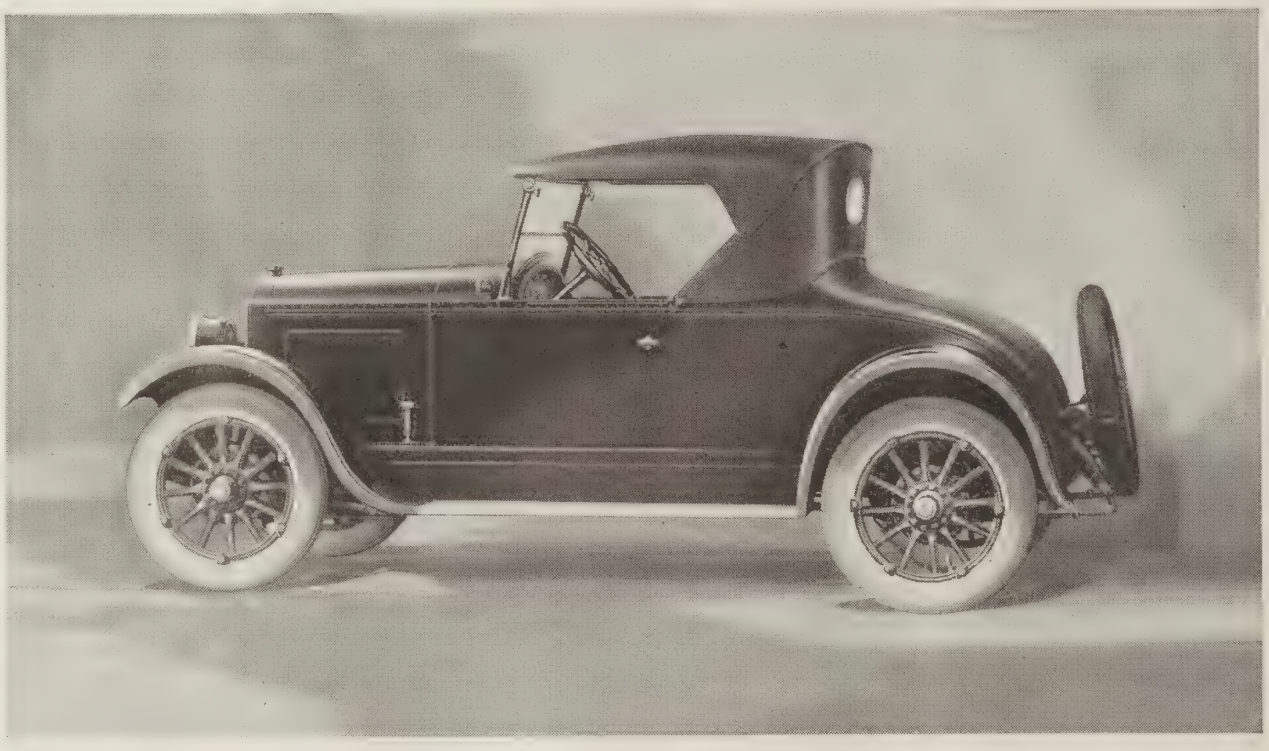


## The Buick Model 24-Four-33 Four-Passenger Coupe

BUICK'S long, successful record in the manufacture of four-cylinder cars is a fitting background for this new Four-Passenger Coupe. Years of practical experience and painstaking study stand behind its beautiful design and sturdy construction. Power and stability lie in its Buick Valve-in-Head motor and complete motoring comfort is assured by its carefully designed springs and plush upholstery. Buick four-wheel brakes are an extra assurance of safety. This is a feature that you cannot afford to overlook.

The new and roomy body and the new radiator add to both the beauty and efficiency of this four-cylinder model. The radiator has exceptional cooling capacity and keeps the car running smoothly under most trying conditions.

The hand brake lever is of convenient length. Instruments are grouped together in a panel of new design. The windshield is made weather-tight by a covered metal strip at the top. The ventilator is controlled by a simple push lever and fits flush with the hood. Windows are adjustable and every other point of comfort and convenience shows the same thorough attention to detail, affording room for one to four passengers. A new car in every respect added to the Buick line.



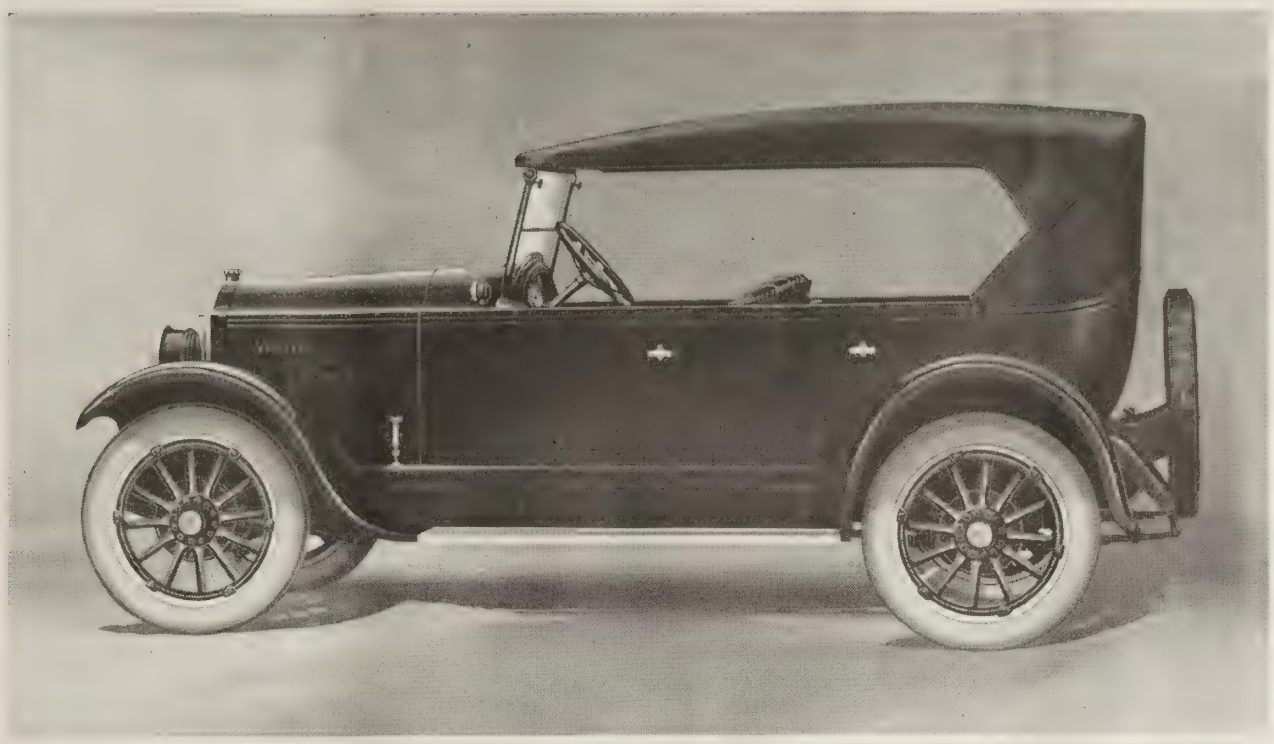
## The Buick Model 24-Four-34 Two-Passenger Roadster

THE essential roadster qualities of speed, comfort and graceful lines are all well represented in this new four-cylinder Roadster. Its long, fleet appearance is accentuated by the new rear deck and the new radiator which efficiently cools the powerful Buick Valve-in-Head motor.

The seat conforms with the general appearance of the car. It is low and tilted so that its specially designed springs and deep upholstery afford the maximum in comfort. The steering wheel, too, is located to increase the ease of driving. The new Buick four-wheel brakes operate with the slightest pressure and assure the highest degree of safety.

Instruments are conveniently grouped in a new panel. The ventilator, which fits flush with the cowl, is controlled by a simple push lever, and numerous other features add to the convenience of motoring in this model. All-weather comfort is afforded by the snug-fitting side curtains, with fasteners flush with the body. A covered metal strip on the top of the windshield gives additional protection.

Embodying the most advanced in motor car design with the durability assured by long experience in motor car building, this new Buick Roadster takes a leading place in the four-cylinder field.



## The Buick Model 24-Four-35 Five-Passenger Touring Car

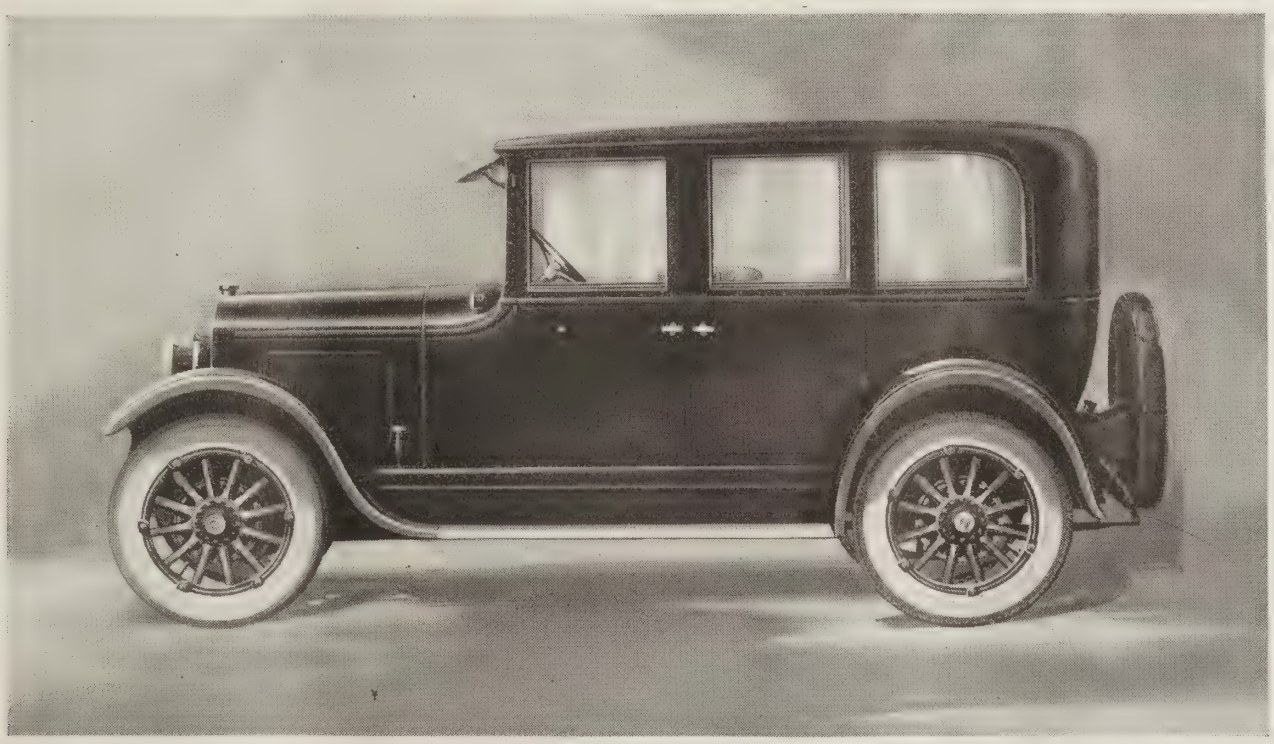
Outstanding in beauty, this roomy Five-Passenger Touring Car sets a new standard for four-cylinder automobiles. The long, graceful curves of its body are fully in keeping with the powerful motor and the excellence of all its other mechanical parts.

With the snug-fitting side curtains, held by fasteners that are flush with the body, it is ready for service in all kinds of weather.

The wide seats, tilted and low, offer complete comfort with their specially built springs and deep upholstery. The instruments are compactly grouped in a new panel.

Aluminum binding on the new design radiator; nickel front rims on the head and side lamps with their universal mountings; side aprons of a new design with a single beading; and wide doors fitted flush with the body are all features that unite to give this model an appearance that is in keeping with its comfort and serviceability.

An inspection of the construction of this new automobile will prove to you its superior qualities which are further illustrated by such remarkable features as the Buick four-wheel brakes—the greatest improvement in brakes in motor car history.



## The Buick Model 24-Four-37 Five-Passenger Sedan

Buick design has attained new distinction in this four-cylinder Five-Passenger Sedan. Power and comfort are reflected in its lines and are borne out by its performance.

Its long, low body lines are entirely new and give it a most attractive appearance. Efficiency of the sturdy Buick Valve-in-Head motor has been increased by the new radiator that will keep the motor cool under the most extreme conditions. This contributes much to the exterior appearance of the car as well.

Every detail shows thorough study of the motorist's needs and wants. For instance, the driving instruments are conveniently grouped in a new panel and the front windshield posts are narrow so that there is a broad range of vision for the driver.

All the windows are trimmed with walnut moulding. The windshield swings outward and is constructed so that it moves with the greatest ease and there is also the covered metal strip at the top to make it weather-proof.

Plush trimming gives to the interior of the car an appearance in keeping with the fine exterior, and both are worthy of the Buick chassis, with its Valve-in-Head motor and Buick four-wheel brakes.

# SPECIFICATIONS

## *Six-Cylinder Models*

### Upholstery

All Buick enclosed models are upholstered in finest plush, with the exception of the Double-Service Sedan, which is done in extremely serviceable material as being better adapted to business use. The Sport Models are done in special embossed leather, the other open cars in fine, dull finished black leather. The buttonless cushions and seat backs of all models are padded with curled hair over special double coil springs of a quality that insures the maximum of comfort and serviceability.

### Control

The new short spark and throttle levers are conveniently placed on top of the walnut steering wheel, together with the horn button. As no sector is employed, this installation is very neat and inconspicuous. There is a foot accelerator of the button type, with a comfortable rest for the foot. Pedals are provided for the starter, clutch and Buick four-wheel brakes, with handy levers for the gear shift and hand brakes.

### Wheelbase

Long wheelbases are important factors in the easy-riding qualities of Buick cars. Models 24-6-41, 24-6-44, 24-6-45 and 24-6-47 have 120-inch wheelbase. Models 24-6-48, 24-6-49, 24-6-50, 24-6-51, 24-6-54 and 24-6-55 have 128-inch wheelbase.

### Motor

The new Buick six-cylinder Valve-in-Head motor is of the four-cycle type. It develops 70 actual brake horsepower and insures to any Buick Six a speed that is rated at from 60 to 70 miles per hour. The head is detachable and may be removed for grinding valves or other maintenance work. Motor, clutch and transmission form a unit power plant, which is suspended at three points from the main frame on detachable arms. The cylinders have a bore of 3⅜ inches and a stroke of 4¾ inches. The bloc is a semi-steel casting of high quality, made in the Buick foundry.

### Cooling

The Buick motor is water-cooled, with water jackets entirely around each valve chamber and cylinder, which insures even temperature of the cooling water and aids materially in smooth performance. The centrifugal pump is driven by spiral gears and has pump packings of unusual size, with big bearings on the pump shaft. The new radiator is of the improved cellular type, 2¼ inches thick, and will keep the engine cool under the most extreme weather and altitude conditions. The pressed steel fan sets at the proper distance from the radiator and is driven by an adjustable flat belt from the camshaft.

### Valves

Large valves contribute their share to speed and power, the inlet measuring 1⅞ inches and the exhaust 1⅝ inches in the clear. The exhaust valves are made of silchrome, the most expensive and best material for the purpose, and the inlet valves are carbon steel of high quality. The valve springs are double, one within the other, which insures positive and quiet operation of the valves at all motor speeds. Hollow push rods are used for lightness with strength.

### Camshaft

The camshaft is $1\frac{3}{16}$ inches in diameter, with large bearings, which insures smooth and positive operation of the valves at all engine speeds.

### Crankshaft

The crankshaft is 2⅜ inches in diameter, forged in the Buick forge shop, and accurately balanced. It is supported on four large main bearings of the same diameter and will run with equal smoothness at all speeds.

### Connecting Rods and Pistons

Connecting rods are drop-forged and have bearings 2¼ inches in diameter. The pistons are 4¼ inches long, with piston pins ⅞ inches in diameter. Piston pins are clamped in the upper end of connecting rod and swivel in bushings in the piston. This insures positive lubrication of the bearings. All piston and connecting rod assemblies are carefully balanced in sets before going into the motor.

### Timing Gears

Buick timing gears are of large diameter and the cam gear is made of textolite (composition), which insures quiet operation.

### Lubrication

Automatic force feed lubrication system of Buick design, carrying oil under pressure to all important motor parts, including the rocker arms and push rod cups, thus giving complete automatic lubrication to the entire motor. The oil pump is self-thawing, is driven by spiral gears from camshaft and forces oil under high pressure to the main and connecting rod bearings through conduits drilled in the crankshaft, and through a secondary line to the rocker arms and push rod cups, thence by pipe to the timing gears, front camshaft bearing and front pump shaft bearing, then back to the oil retainer. The other camshaft bearings, valve stems and valve springs are lubricated by oil spray. The third oil line leads to the dash pressure gauge and a relief valve holds the pressure to approximately 30 pounds, maximum. Excess oil from rocker arm lubrication drains back through holes to oil retainer. There is an oil measuring gauge on the crankcase and a drain cock on the bottom, with an extension handle just under the hood.

The chassis is lubricated throughout by means of a pressure gun system.

### Rocker Arms

Rocker arms are drilled and tapped and assembled with ball, which can be easily adjusted on top with screw driver and small wrench. This ball operates in a cup on the upper end of the push rod and is constantly lubricated from the rocker arm shaft through an oil duct in the rocker arm. All rocker arms are assembled on one straight shaft with coil springs between the arms, which automatically take up any wear. Feeders to each rocker arm from the shaft provide constant lubrication to rocker arm bearings and ball ends and complete the automatic lubrication of the Buick motor.

### Carburetor

Latest improved automatic float feed type, supplied by vacuum system from the gasoline tank which is mounted on the rear end of the chassis frame. Automatic heat control to insure proper vaporization of the fuel at all speeds and new type inlet manifold which guarantees maximum efficiency in fuel distribution to cylinders.

### Ignition

The ignition system is of the high tension, jump spark type, with electric generator and storage battery. The spark advance is automatic, with manual control on steering wheel and extra large breaker cam in the distributor to give perfect ignition at high speeds.

### Starter

There is a complete Delco single unit system for electric starting, lighting and ignition, built as an integral part of the motor and operating in conjunction with a large storage battery. There is a combination switch with ammeter and automatic circuit breaker on the instrument board.

### Clutch

The clutch is Buick's famous multiple disc, dry plate type, smooth and positive in action, with ball bearing release collar. Very accessible for adjustment. The clutch is lubricated by two outside grease gun connections.

### Transmission

The transmission is the selective sliding gear type, with three speeds forward and one reverse. The gears are Buick-built of fine material, heat-treated, with positive interlocking hand control integral with gearset. There is an oil baffle in the front end.

### Drive

The power is transmitted through a single large, automatically lubricated universal joint and fully enclosed propeller shaft and through spiral bevel gears in the rear axle. Propeller shaft housing is connected directly to the rear end of the transmission by a large ball joint enclosing the universal joint. Both torque and drive are taken through this ball joint.

### Rear Axle

The full floating type of rear axle is employed, with the full weight of the car supported on the housing. The wheels are driven by detachable shafts mounted on large annular ball bearings. The spiral bevel driving gears are fully adjustable. The rear spring seat has an extension for convenience in placing the jack when changing tires, etc.

### Brakes

Buick four-wheel brakes increase braking efficiency to a remarkable degree in comparison with cars not so equipped. They are of the external contracting type on all four wheels and operate on drums of unusual size and area. The hand brake, of the internal expanding type, operates on rear wheel brake drums only. Both sets of brakes are positive and fully adjustable for wear.

### Front Axle

The front axle is of the reverse Elliott type, with exceptionally heavy I-beam section and spindles. It is drop-forged, heat-treated, with integral yokes, drop-forged steering knuckles and tie rods. King bolts are one inch in diameter, with correspondingly large bushings, and are held in place by a tapered pin. Dust cap on top of knuckle. Tie rod has ball socket on each end, with hardened steel cups and close adjustment. Large front wheel bearings.

### Wheels

The wheels are of the artillery type with large hub flanges, and have 12 spokes and 12 hub bolts each. Both front and rear wheels have 14-inch brakes drums firmly bolted to them. All wheels equipped with demountable rims.

### Tires

Models 24-6-41, 24-6-44 and 24-6-45 have 32 by 4-inch; Models 24-6-47, 24-6-48, 24-6-49, 24-6-50, 24-6-51, 24-6-54 and 24-6-55 have 32 by 4½-inch. Cord tires are standard equipment on all models. Plain tread on front and anti-skid on rear.

### Steering Gear

The semi-irreversible type of steering gear is employed, with split bronze nut and worm and large adjustable ball thrust bearing to take up wear. The rollers on which half nuts operate have unusually large contact surface, for long wear. The steering wheels have walnut rims with new type spark and gas control, the levers being very short. The horn button is in the center of the wheels. Sport Models have walnut spiders, Models 24-6-41, 24-6-44 and 24-6-45 have black spiders and the remaining cars have aluminum spiders in the steering wheels.

### Frame

The new frame is of reinforced pressed steel construction, with channels of exceptional width and depth, with four heavy cross members and two strong cross tubes, one at the front and one at the rear. The rear center cross member is a complete box section and all cross members are reinforced with heavy gussets.

### Springs

The front springs are semi-elliptic. The rear springs are the Buick full floating cantilever type and are extremely soft and easy in their action.

### Top

The tops on open models are of new design, with patented gypsy quarter curtains, and are made of special waterproof fabric. The inside operating curtains open with the doors and are held very tightly to the body sides by new type fasteners. Closed models all have stationary tops,

well insulated and sound-proof, with all side windows fully adjustable to any position by means of patent window lifts.

### Windshield

New windshields are mounted in new weather-tight frames and are sealed against wind and water by moulded rubber strips at every joint. The upper half is adjustable. All windshields have covered metal strips on top to exclude air at that point. Windshields are adjustable from inside the car on all models. Open Models 24-6-49, 24-6-54 and 24-6-55 and all closed models have windshield wiper, rear vision mirror and sunshade.

### Standard Equipment

All models have combination dim and full electric headlights with anti-glare lenses, side pilot lamps, tail lamp, instrument board lamp, speedometer, motor-driven horn, tire carrier with one extra rim, (extra tires and covers are not part of standard equipment), jack, pressure grease gun, pump, tire repair kit, complete set of tools, gasoline gauge, transmission lock, cowl ventilator, running board scuff plates, etched aluminum threshold plates. Sunshade is standard equipment on all cars except open Models 44 and 45.

In addition to the above, Models 54 and 55 have a clock, rear view mirror, beveled plate glass windshield wings, rubber step pads with nickel guards, rubber heel pads in driving compartment, full carpets, gasoline gauge on the dash and a cigar lighter.

The following are also standard equipment on all closed models: Clock, dash gasoline gauge, rear vision mirror, and heater.

Model 55 has a special trunk rack, and a foot rail for the passenger in the front seat.

Orders for special jobs will not be accepted and no allowance will be made for any part of the standard equipment that is omitted by customer's order.

# *Four-Cylinder Models*

### Upholstery

Plush of a very high grade is used for the upholstery of the Coupe and Sedan. Dull finished black leather is used for the Roadster and the Touring Car. Curled hair over double coil springs is used for padding the buttonless cushions and seat backs of all the models, a double assurance of serviceability and comfort.

### Control

Spark and throttle levers are conveniently located on the steering wheel together with the horn button. The foot accelerator is of the button type and there is a rest for the foot. The Buick four-wheel brakes, the clutch and the starter are controlled by pedals and there are levers for the gear shift and hand brakes.

### Wheelbase

All four-cylinder models have a wheelbase of 109 inches. The bodies are hung low between the axles, giving low center of gravity, and the weight is well distributed for balance. These important features, together with the Buick specially constructed springs, give the Buick Four its fine riding qualities.

### Motor

The four-cylinder, four-cycle, Buick Valve-in-Head type motor will develop 35 actual brake horsepower and insures an abundance of speed. A unit power plant is formed by the motor, clutch and transmission, suspended at three points from the main frame. The cylinders have a bore of $3\frac{3}{8}$ inches and a $4\frac{3}{4}$-inch stroke and are made from special semi-steel bloc casting. There is an extra heavy crankshaft with three unusually large bearings. Properly weighted pistons, connecting rods and flywheel insure smooth operation at all speeds. The exceptionally large valves are operated by automatically lubricated, noiseless, adjustable push rods. There is a new cylinder water outlet to conform to the new design radiator.

### Cooling

All cylinders and valves are entirely surrounded by water jackets and circulation is maintained by a centrifugal pump driven by spiral gears. The new design radiator is of the cellular type and has exceptional cooling capacity aided by pressed steel radiator fan driven by an adjustable fan belt from the camshaft.

### Lubrication

Lubrication is the self-contained, constant level circulating splash system. It is operated by a self-thawing gear pump driven by spiral gears from the camshaft and completely enclosed in the lower part of the crankcase. The possibility of breakage or freezing is further prevented by an automatic clutch on the pump shaft. There is an oil measuring gauge and drain plug conveniently located on the crankcase, and an oil pressure gauge on the instrument board.

### Carburetor

An improved automatic float feed type carburetor is used on the Buick Fours. A vacuum system connects it with the gasoline tank mounted on the rear end of the frame. Automatic heat control insures proper vaporization at all speeds. There is an air regulator on the instrument board.

### Ignition

The Buick Fours have a high tension, jump spark system. The current is supplied by a Delco generator and a storage battery. There is an automatic spark advance and manual control by a lever on the top of the steering wheel.

### Starter

The new Buick Fours are equipped with a complete Delco single unit system, for electric starting, lighting and ignition. This is built as an integral part of the motor and is operated by a large storage battery. There is a combination switch with ammeter and automatic circuit breaker on the instrument board.

### Clutch

Ease of operation, positive action and smoothness in engagement are the outstanding characteristics of the famous Buick multiple disc, dry plate clutch on the Buick Fours. Only the lightest pedal pressure is required to operate it and adjustment is very simple and accessible.

### Transmission

The transmission is of the selective sliding gear type, with three speeds forward and one reverse. The positive interlocking hand control is integral with the gearset and is specially heat-treated. Made complete in the Buick shops, the Buick transmission is extremely quiet and efficient in its operation.

### Drive

A single large, automatically lubricated universal joint, fully enclosed propeller shaft and spiral gears in the rear axle transmit the power from the motor. A large ball joint enclosing the universal joint connects the propeller shaft housing directly to the rear end of the transmission. This ball joint takes both torque and drive.

### Rear Axle

Three-quarter floating type rear axles are used on the new Buick Fours. All the weight of the car is taken on the axle tubes and only driving torque and steadying of the wheels are taken up by the axle shaft. The differential and wheels are mounted on high duty bearings and the pinion shaft is mounted on extra large ball bearings. Left-hand spiral gears in the axles are fully adjustable. The axle housing is kept in perfect alignment with the propeller tube by the third member.

### Brakes

Much greater braking efficiency than usual is afforded by the new Buick four-wheel brakes. They are of the external contracting type and operate on drums of unusual size and area on all four wheels. The hand or emergency brake is of the internal expanding type, with long brake lever to give ample leverage. It operates on the rear wheel brake drums only. Both sets of brakes are fully adjustable for wear.

### Front Axle

Heavy front axles of the reverse Elliott type conform with the new brakes on the front wheels. The steering knuckles and tie rod yokes are double heat-treated and drop-forged, the front wheels being securely mounted on ball bearings.

### Wheels

Wheels on the new Buicks are of the artillery type with large hub flanges. They have twelve spokes and twelve hub bolts each. Twelve-inch brake drums are firmly bolted to both front and rear wheels. All have demountable rims.

### Tires

Cord tires are standard equipment on all the new Buick Fours. On all models they are 31 by 4-inch, plain on front and anti-skid on rear.

### Steering Gear

The new Buick Fours are built with the semi-irreversible split bronze nut and worm type of steering gear. It has a large, adjustable ball thrust bearing to take up wear. The steering wheels are seventeen inches in diameter. They have a horn button in the center and the closed models have aluminum spiders. Spark and throttle levers are on top of the wheel.

### Frame

The frame is made of reinforced pressed steel channel sections with exceptionally strong and deep side members. Five heavy cross members increase its strength. There are integral supports for the gasoline tank and spare tire.

### Springs

Front and rear springs on the new Buick Fours are the semi-elliptic type, of special design to insure easy riding.

### Top

The new tops carry out the graceful lines of the open models. They have patented gypsy quarter curtains, made of special waterproof fabric. The inside operating curtains open with the doors and the new fasteners are flush with the body. Tops are stationary on the closed models with door windows adjustable to any position.

### Windshield

The windshields are made weather-tight by covered metal strips at the top. They are the two-piece ventilating type and are adjustable from inside the car. The closed models are equipped with sunshade and windshield wiper.

### Standard Equipment

All the new Buick Fours have combination dim and full headlights, with anti-glare lenses, parking lights on cowl, tail lamp and instrument panel lamp. The horn is motor-driven. There is a speedometer, gasoline gauge, tire carrier with extra demountable rim, (extra tires and covers are not part of standard equipment), jack, pressure grease gun and a full kit of tools. A transmission lock and cowl ventilator are other features. All closed models are equipped with heaters.

Orders for standard jobs only accepted and no allowance will be made for any part of the standard equipment that is omitted by customer's order.

Buick
The
BUICK MOTOR
COMPANY
Announces for
1924
an entirely new and distinctive
line of Quality Motor Cars
In beauty, design, speed and original mechanical features such as four wheel brakes, the 1924 Buick models provide the most revolutionary advance in motor cars thus far contributed by the industry.
WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM
BUICK MOTOR COMPANY, Flint, Michigan
Division of General Motors Corporation
Pioneer Builders of Valve-in-Head Motor Cars Branches in All Principal Cities - Dealers Everywhere

# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

SEPTEMBER 1923 FIVE CENTS A COPY

*Pages 5, 10 and 11—*

Buick Four-Wheel Brakes—what they mean to the Motorist and the Industry

THE widespread use of Buick by persons who are in a position to choose their motor car with the utmost discrimination is an indication of the true refinement that is found in Buick design. Because of its graceful lines, together with its distinctive upholstery and interior equipment, Buick appeals to the most particular of motorists

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

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E. T. Strong, *Managing Editor*

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Vol. XI No. 9 September, 1923

# Concerning Mr. Cobb

By Lloyd Osbourne

LIKE the devoted brother and affectionate old bachelor uncle that I am, I was naturally on hand to meet my sister and niece on their return from St. Augustine. They are all the family I have, and when a man is past forty such ties mean much to him.

In the confused kissing that followed their arrival I became conscious of a very tall, thin young man whose embarrassed smile seemed to imply that he belonged to our party.

"Mr. Cobb," said my sister Kitty, introducing us.

"My uncle, Mr. Williams," added my niece, Viola, in what seemed to me a kinder tone than her mother's.

Mr. Cobb murmured politely that he was delighted to meet me, though his eyes were on Viola's face, and he did not cease his eager conversation, which was to the effect that he would get theater tickets, and that he would be staying at the Fourth Avenue Hotel. Then, raising his hat, he suddenly departed. I was about to ask who he was when Kitty touched me sharply with her elbow, and gave me a warning look to avoid the subject of Mr. Cobb before Viola.

Later, in the taxi, I was stupid enough to ask again concerning Mr. Cobb, and got a second dig in the ribs.

"A delightful young man we met at the hotel in St. Augustine," said Viola, who, fortunately, had not detected her mother's signal to me. "Oh, Uncle Hartley, I'm just crazy about Mr. Cobb, and so's Mumsy. Aren't you, Mumsy doodums?"

"Oh yes!" exclaimed Mumsy doodums with an ensuing jump for a fresh topic that hurried us past Mr. Cobb and left him abandoned and forgotten—conversationally.

After dinner, however, when Viola left us to run upstairs and see her chum, Isobel Latimer, I lit a cigar and drew up a chair beside my sister.

"Hartley," Kitty broke out suddenly, "I'm dreadfully worried."

"Worried?"

"It's this Mr. Cobb," she explained.

"Who is he?" I questioned.

"That's what I don't know." One could tell her deep concern by the tone of her voice. "He's a man of mystery—and yet—it wouldn't surprise me to learn that he and Viola are engaged."

"Engaged!"

"That's why I'm so worried." Kitty shook her head.

"But is she satisfied to know nothing about him?"

"She's in love, and we're all lunatics when we're in love."

She sat down, but with a flash of her eyes and a mutinous tightening of her lips. "Well," she said, "if you think you have a right to roar about Mr. Cobb,—well, roar. You and Mumsy are both so prejudiced against poor Mr. Cobb"

"Tell me about it," I demanded.

"Well, there he was at the hotel, with every appearance of being a most eligible young man, and when Viola made his acquaintance, and seemed to take to him tremendously, I folded my hands and thought, 'bless you, my children!' Then, quite innocently, I asked him a few questions about himself, and only realized by degrees how cleverly he slipped out of them. When I questioned Viola about him she just flared up. They're all tiger-cats if they think you're trying to take away their young man."

"But surely she understood your feeling of responsibility."

"Girls in love never understand anything," she replied with conviction.

"Well," I thought for a minute, "what you should have done was to have traced down the person who vouched for him in the first place."

"I did. A Mrs. Gilbert introduced him, and she referred me back to her husband, who referred me to one of the hotel clerks! Then I looked over the register and found he came from Walton, Massachusetts. And, Hartley, *there isn't any Walton in Massachusetts!* I looked it up in two different atlases."

"By George," I exclaimed, "it does look black, doesn't it?"

"It couldn't be worse."

I thought for a while in silence, puffing hard at my cigar.

"He's at the Fourth Avenue Hotel," I said at last. "I'll drop in on Mr. Cobb tomorrow and we'll see what he has to say to the man of the family."

"What a comfort you are, Hartley." Kitty looked up gratefully. "Yes, that's the best thing—for you to see him."

"I'll know all about him tomorrow if I have to stand him on his head!"

* * *

I judged it wiser not to telephone beforehand, but got to the hotel a little after midday. At the desk the clerk stopped me before I was half through my question.

"If it's Mr. Cobb you want," he said, "he's right over there."

Sure enough, there was my man. I must say he looked a very presentable young fellow, and I had a sudden misgiving that I might be making a fool of myself. Before going over to him I asked to glance at the register, and suddenly bristled with renewed suspicion as I read: *Montgomery J. Cobb, Walton, Mass.* I had already confirmed the fact that there was no Walton, Mass.

"I beg your pardon," I began, when I stood in front of Mr. Cobb, "I am Hartley Williams, Mrs. Trudell's brother."

Mr. Cobb jumped up and shook hands with the most unruffled assurance.

"I am a business man," I went on, "and you will excuse me if I come to the point without

any beating about the bush. Circumstances demand that I know something about you. A frank understanding between us would help materially."

"Help what?" he inquired.

"You have been paying very pronounced attentions to my niece." The subdued impertinence of his remark nettled me.

"Miss Trudell is a most charming young lady," he observed, "and while it is true that I admire her, I scarcely think you are justified in calling my attentions pronounced."

"I have it from her mother," I said.

"I wouldn't for anything in the world cast the slightest reflection on Mrs. Trudell, whom I respect and admire," he went on, "but in holding me up in this fashion she——"

"Nobody is holding you up," I interrupted. "It's simply that a man whose address is a non-existent town in Massachusetts has only himself to thank if he inspires a certain suspicion."

"I am forced to agree with you," he remarked.

"And is this how this matter is going to rest?" I demanded.

"It can rest anyway it pleases," he replied. "My private affairs are my own business, and if you cannot bring yourself to take me on trust I am afraid our brief acquaintance will have to end."

"*All* our acquaintance will have to end," I told him, with marked stress on the first word. "Even my niece will appreciate the need of that."

"It's too bad." His smile wavered for a moment. "If I could explain I would, only the truth is that I can't."

"Then you will kindly keep away from my family until you can." I rose quietly. "I've learned all I want of you. I can see you are evidently a rascal, and if you continue your courtship of my niece I'll take very effectual methods of squelching you. Good day!"

With that I turned on my heel and left him, with a disconcerting sense of having got the worst of it.

That feeling increased during the next few days when I heard that Viola and he were going out together almost every evening. Protesting to Kitty seemed useless, though I gathered that Kitty had had some violent passages with Viola.

Viola, who well knew what I thought about it all, showed an adroitness in eluding me. One day, after a week had gone by in this manner, I lost all patience with her.

"We've got to have a talk about Mr. Cobb," I said when I caught her at home. "And we're going to have it right now. I've been trying to talk with you for a week."

Appreciating that I was in earnest, she sat down, but with a flash of her eyes and a mutinous tightening of her lips.

"Well," she said, "if as my uncle you think you have a right to roar about Mr. Cobb—well, roar. You and Mumsy are both so prejudiced against poor Mr. Cobb."

"I think Mr. Cobb is a very presentable young man, but if he persists on being a man of mystery, whose fault is it that we distrust him? If he's straight——"

"Of course he's straight," she interrupted, "and he has his own reason for hiding his real name, and——"

"You mean to say his name isn't Cobb?" I exclaimed.

"No,—it's all part of a very romantic secret. You see he's liable to be arrested any minute!"

I was speechless.

"I promised never to tell a soul," she hurried on, "but I can't have you think him a common criminal, Uncle Hartley. He's a gun-runner."

"What?"

"He runs guns across the Mexican border to the rebels. It's terribly dangerous," she explained sweetly, "but he was making lots of money till the Federal authorities issued a warrant for his arrest. His real name is Marion Joyce Carlisle, but he changed it to Montgomery J. Cobb."

Sure enough there was my man. I must say he looked a very presentable young fellow, and I had a sudden misgiving that I might be making a fool of myself

"If there's a word of truth in this story, why doesn't he get away to Canada where he would be safe?" I was suspicious.

"He would rather stay here," she replied, in some confusion. "Nearer to me,—because,—well, I may as well confess that we are engaged."

"Engaged! Engaged to a man escaping from the police?"

"Yes, and if you bother him it will be a very short engagement. Otherwise we intend to wait until the rebels become federals, and all danger is past."

I rose, and took my hat and cane.

"You are of age, and legally entitled to go to the devil," I said. "Only if I were you I would make a little surer that this gentleman isn't married already."

With that parting shot I left.

The next morning I decided to consult a private detective I knew, named Bloomer. I went to him and unfolded my tale of woe. After he had listened, Bloomer asked a number of searching questions.

"The fellow's probably a crook," he said at last, "though of course I can't guarantee it. But, I take it, it's his record you're wanting, even if it's clean."

"Precisely," I agreed.

"Where will you be at five o'clock?" he asked, as he reached for a telegraph blank.

"At my club," and I gave him the number.

He rang me up a little after five.

"I've got some queer news for you," he said, "There ain't any such party known to the Federal authorities, and there's no warrant out for him."

"No?" I exclaimed. "Perhaps there is, but my description of him wasn't good enough. Perhaps you ought to see him yourself."

Bloomer burst out laughing.

"I guess we know pretty well what he looks like after shadowing him all day," he exclaimed. "And there's another mighty queer thing, Mr. Williams, it ain't guns he's interested in, —*but furs!*"

"Furs?"

"Yes sir, furs! We trailed him to Efferts and Co., furriers, to W. H. Hall and Co., furriers, and to Papillon Freres, furriers."

I expressed my astonishment, and remarked that we were as much in the dark as ever.

Bloomer laughed confidently.

"Listen," he boomed, jubilantly, 'I was seeing no daylight when kerplunk I got another line on our party. I can't be sure till Chicago rings me up, but from description I think we've landed Harold Spindler, twenty-eight, married, formerly assistant cashier of the Grangers' and Drovers' Bank, now a fugitive from justice."

It was thrilling news!

"Chicago's calling on the other wire right now," exclaimed Bloomer. "I'll ring you back just as soon as we're done."

A few minutes later I was called to the phone. It was Bloomer, resounding and triumphant.

"He's our party all right," he announced, "and the officers will be here tomorrow with the warrant, requisition papers, and the finger-prints. No time wasted, hey—Cobb's a smart boy, but I guess he's cornered this time."

"And where is he now?" I asked.

"Why, up at your sister's apartment," Bloomer informed me.

I said goodby, hung up, and hailed the first taxi I saw when I reached the street. At Kitty's apartment the maid wanted to help me off with my coat, but I pushed her aside and strode into the sitting room just as I was.

The first person I saw was Cobb sitting beside Viola on the sofa. A little farther off was Kitty. At my startling entry they all looked up.

"I know who you are," I advanced on Cobb. "I've had detectives on your trail, you cur!"

One might have thought the two women had turned to stone. As for Cobb, I expected him to slink away in silence, but instead he remained where he was, staring at me furiously.

"You ought to have your nose pulled for making a scene before the ladies," he said with incredible impudence, "and as for my secret, I was just nerving myself to tell it when you burst in."

"I'll tell it for you," I cried, incensed beyond measure. "Viola, let me present Mr. Harold Spindler of Chicago, a young married man who is wanted by the police for forgery and embezzlement!"

"That's a lie," Cobb shouted, springing to his feet. "I'm not married, I'm not Harold Spindler, and I never stole a cent in my life."

"Why Uncle Hartley, you know I told you his real name is Carlisle," Viola burst out indignantly. "He was mixed up with the Mexican revolution——"

"Every word of that is a lie, "I interrupted. With flashing eyes Viola [*Continued on page 14*]

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

THE introduction of the new Buick cars for 1924 to dealers brought its flood of congratulatory telegrams and letters. And when the new cars began to pass into the hands of owners, additional expressions of appreciation for 1924 Buick achievements started to pour into our home office from all parts of the country. Not only have owners taken the trouble to congratulate Buick for the distinctive beauty and the excellent finish of the 1924 cars, but they have expressed their praise for the completeness of Buick performance in terms that we have never seen equaled in our twenty years' experience in building good motor cars.

The new Buick Valve-in-Head motor has come in for its share of splendid comment. The new bodies have been received with the finest sort of greetings. And the four-wheel brakes, which meet the needs of all kinds of motoring requirements, have won the sincere and unqualified approval of owners everywhere. Knowing how well the motoring public has accepted the new Buicks, it is little wonder that we are not disturbed by the propaganda that is attempting to undermine the Buick four-wheel brake accomplishment.

AMONG the many Buick improvements for 1924, this particular advancement in engineering seems to have been selected as the center of attack. The situation is really amusing. The weight of the burden is carried in that little word "if." In small booklets, folders, newspaper advertisements and general publicity, effort is made to try to excite the purchaser by fear of what might happen,

IF the four-wheel brakes do not work properly;

IF they are not properly adjusted at the beginning;

IF they do not stay adjusted, etc.

Why not condemn rear brakes by the same "ifs"? Why not condemn the motor car as unpractical, "if you should happen to run out of gasoline in the country," or "if you should happen to fall asleep at the wheel"?

It is natural that a leader in any activity should be assailed. In this particular case, the propaganda has done Buick more good than harm, because the attack has created a great deal of interest in the Buick four-wheel brakes, and prospective buyers who base their selection on real merit have found that the Buick brakes are sound, simple, entirely practical and something to be desired.

We have not yet heard of a motorist who, after having driven an automobile that is properly equipped with four-wheel brakes, would any more think of going back to two-wheel brakes than he would think of dispensing with his electric starter and electric lights and returning to winding a crank and adjusting carbide or oil for driving at night.

BUICK four-wheel brakes were not adopted for stunt purposes. They are standard Buick equipment because of their contribution to advanced design, for which Buick is famous. They increase decidedly the factor of safety in operating a motor car.

If you happen to have noticed the specifications and advertisements of automobile manufacturers, you will remember that for years all of them have dwelt upon the efficiency of their brakes, their size and surfaces. That braking efficiency has been an essential quality in a motor car, every motorist will admit. If, then, it has been an asset in the past, why should a decided improvement, as provided by Buick four-wheel brakes, be denounced now?

Simply because certain engineers have experimented unsuccessfully with four-wheel brakes is no reason why another group of engineers are not qualified to solve satisfactorily what engineering problems might be involved and to bring out a product that met the severest sort of tests, that proved a tremendous asset to every owner, and an added factor of safety to every pedestrian.

NOT only have Buick engineers given motorists an opportunity to benefit by all of the advantages of four-wheel brakes, but they have provided a car that is considerably in advance as a whole. In all of the years that we have been building better motor cars, never has a new model established itself so quickly and so firmly as the 1924 product. Motorists and automotive experts have accepted it for what it is—a remarkable value in highly developed personal transportation. And there has been no hesitation on their part because they know how efficiently Buick designs and builds its product, how every improvement must be proved worthy of adoption, how Buick builds for the future as well as the present.

With these things in mind, all that is necessary to convince an experienced motorist or a new purchaser that Buick has really done something remarkable is a few minutes behind the wheel of one of the new models. The more difficult the going, the more complete will be the demonstration. If you have not yet enjoyed the thrill that comes in driving one of the new Buicks, just ask your dealer for a demonstration. Then you personally can feel the quick response of the powerful Valve-in-Head motor, notice how easily the car is operated, appreciate its wonderful riding qualities and grasp in a moment how completely the car is at your command at all times—upon descending hills, approaching and rounding sharp turns in the road or in meeting the emergencies caused by sudden changes in traffic.

THE new Buick possesses an individuality. Construction is better and stronger. The new motor has added horsepower. The effectiveness and reliability of lubrication have been greatly increased. Riding qualities are supreme. And the prices, because of the values they represent, are the talk of the entire nation. But, all in all, the reason the new Buick cars are selling so rapidly is the same reason that they have been purchased each year in such large numbers. The new Buick meets motorists' requirements, which are constantly increasing in their exactness in demanding improved appearance, more comfortable riding and seating positions, greater endurance and economy in operation and an abundance of "power to start and power to stop."

Because the motoring public knows what it wants, Buick has labored to keep in advance of the usual trend in design and engineering. The consensus of opinion leads us to believe that we have again succeeded. We well know that any manufacturer who thinks that the public will permit him to rest on his laurels and wait until he is ready to develop improvements which motorists need and demand will soon find himself far in the rear of the procession.

# Buicks for 1924 Set New Standard of Comparison

THE outstanding fact about the Buick models for 1924 is that they are entirely new cars in every detail.

They do not represent merely a few changes in design for the sake of producing cars that are new in appearance. The Buick line for 1924, both chassis and body, has been newly designed in order to harmonize perfectly with the whole and to form an automobile that sets a new Standard of Comparison.

This is immediately apparent in the exterior of the cars, but examination and a few minutes at the wheel will show that it is true of the mechanical parts as well.

The most important feature of the mechanical parts of the car is, of course, the Buick Valve-in-Head motor. This motor was proved to be right in principle before it was adopted by Buick engineers twenty years ago, and, firmly adhering to that principle, Buick engineers have steadily developed the Buick Valve-in-Head motor to its present stage of efficiency.

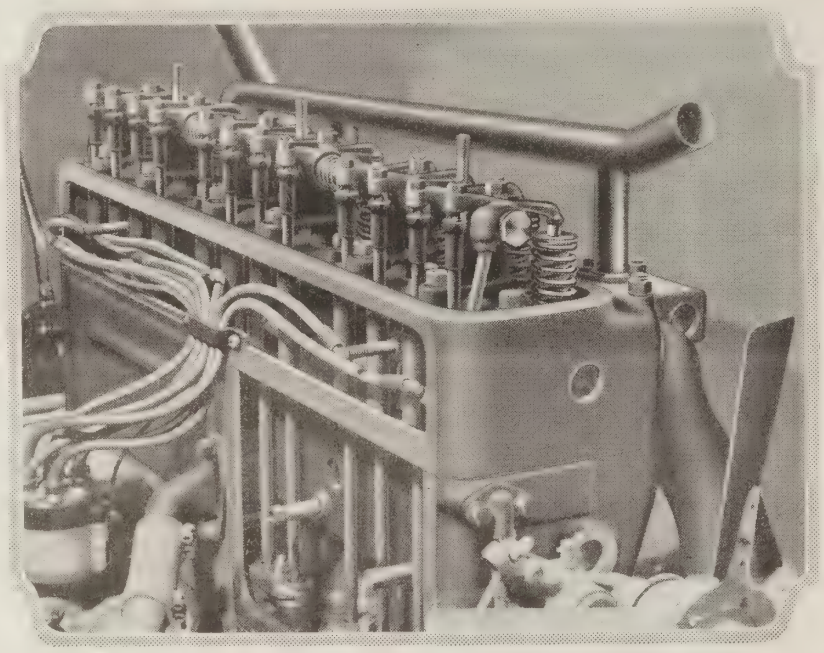
The Valve-in-Head motor of the four-cylinder Buicks reveals how efficiently Buick engineers have built upon sound principles. This four-cycle type motor develops thirty-five actual brake horsepower, assuring an abundance of speed.

The motor with the clutch and transmission forms a unit power plant, suspended at three points from the main frame. The cylinders are a block casting made of semi-steel and have a bore of 3⅜ inches and a 4¾ inch stroke.

The crankshaft has three unusually large bearings and is extra heavy. Smooth operation at all speeds is assured by properly weighted pistons, connecting rods and flywheel. The large valves are operated by automatically lubricated, noiseless, adjustable push rods and there is a new cylinder water outlet to conform to the new radiator design. The head of the motor is detachable.

The cooling of the Buick Valve-in-Head motor, as seen in the four-cylinder models, is further proof of the efficient manner in which the motor has been developed. All the cylinders and valves are entirely surrounded by water jackets and circulation is maintained by a centrifugal pump, driven by spiral gears. The new design radiator is of the cellular type and has exceptional cooling capacity. Its work is aided by a pressed steel radiator fan, driven by an adjustable fan belt from the camshaft.

The lubrication system of the four-cylinder Valve-in-Head motor has been designed just as carefully and efficiently as the other parts. The self-contained, constant level circulating splash system is used. It is operated by a self-thawing gear pump, driven by spiral gears from the camshaft and completely enclosed in the lower part of the crankcase. The possibility of freezing or breakage is further prevented by an automatic clutch on the pump shaft. There is an oil measuring gauge and drain plug conveniently located on the crankcase and an oil pressure gauge on the instrument board.



THIS picture shows the oil pipe on the Buick Valve-in-Head Six motor that leads to the rocker arm shaft, and the oil retaining cups on the push rods

The carburetor, too, contributes its share toward the speed, power and flexibility for which Buick Fours have long been noted. An improved automatic float feed type carburetor is used. A vacuum system connects it with the gasoline tank on the rear end of the frame. Proper vaporization at all speeds is insured by the automatic heat control which is operated by the air regulator on the instrument board.

A high tension, jump spark ignition system contributes to the efficiency of the Buick Fours. The current is supplied by a Delco generator and a storage battery. There is an automatic spark advance, and manual control by a lever on the top of the steering wheel.

The starter is another part of the Buick that has been developed constantly. Buick engineers made sure that it was correct in principle before placing it on the Buick and since its adoption it has been still further developed to its present exceptionally efficient stage.

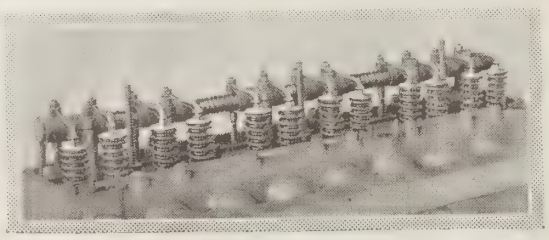
The new Buick Fours are equipped with a complete Delco single unit system for electric lighting, starting and ignition. This is built as an integral part of the motor and is operated by a large storage battery. There is an ammeter and a combination switch with automatic circuit breaker on the instrument board.

Another feature of the Fours that is well worth examination is the Buick multiple disc, dry plate clutch. Ease of operation, positive action and smoothness in engagement are its outstanding characteristics. Only the lightest pedal pressure is required to operate it and it is very accessible and easy to adjust.

The transmission is of the selective, sliding gear type, with three speeds forward and one reverse. The positive interlocking hand control is integral with the gear set and is specially heat-treated. It is extremely quiet and efficient in operation.

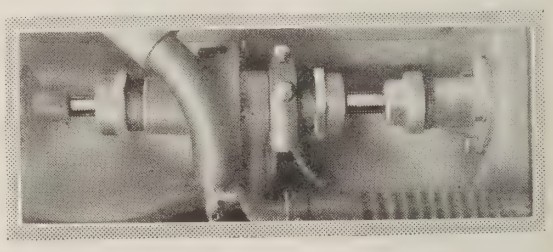
The drive, too, is fully as efficient as the other mechanical parts of the car. A single large, automatically lubricated universal joint, fully enclosed propeller shaft and spiral gears in the rear axle transmit the power from the motor. A large ball joint enclosing the universal joint connects the propeller shaft housing to the rear end of the transmission. This ball joint takes both the torque and the drive.

The Buick rear axle offers further proof of careful planning and designing that has preceded the manufacture of the new Buicks. Three-quarter floating type rear axles are used on the Buick Fours. This means that all the weight of the car is taken on the axle tubes and only the driving torque and steadying of the wheels are taken up by the axle shaft. The differential and wheels are mounted in

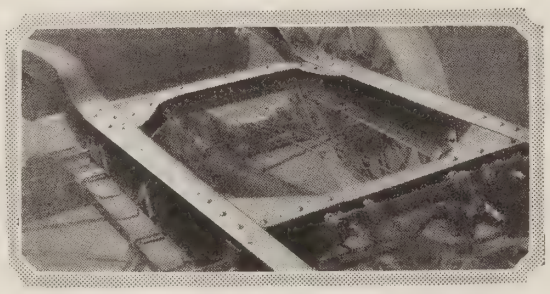


THE double valve springs in the new Buick Six Valve-in-Head motor are shown here. These insure positive and quiet operation of the valves. The coil springs between each pair of rocker arms are also shown

THE solid comfort afforded by the carefully upholstered seats in Buicks is indicated by this picture

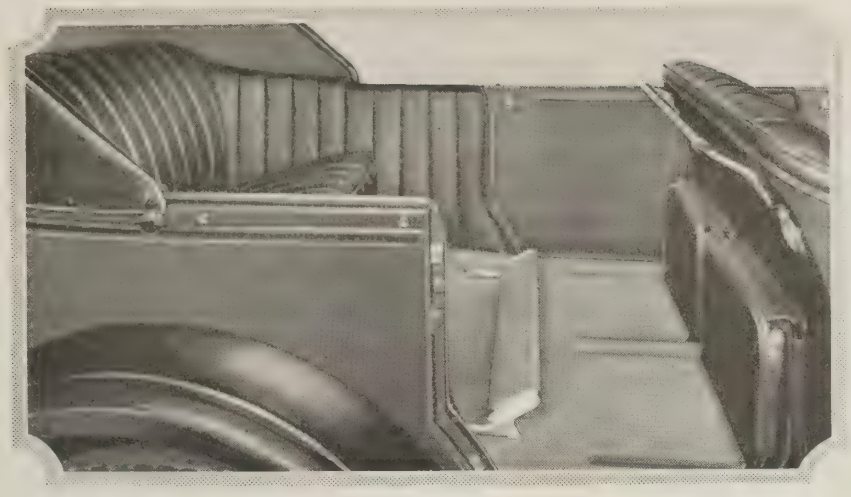


THE pump for the cooling system is shown in this picture. The pump has long, thick packing, backed up by brass glands, insuring long wear and a minimum possibility of leakage

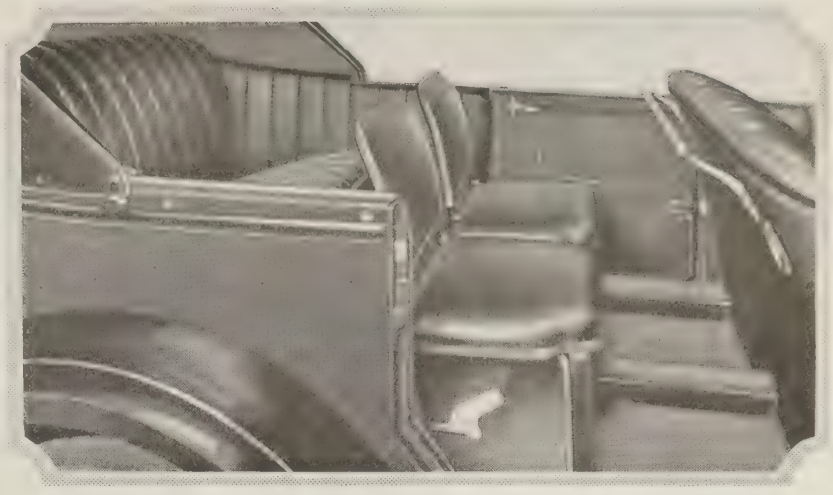


THE sturdy Buick Six frame which contributes so much to the durability of the Buick is shown here. It is built of reinforced pressed steel channel sections with exceptionally strong and deep side members. Five heavy cross members increase its strength

THIS is the tonneau of a Five-Passenger Buick Six with foot rest and other conveniences



THE roomy tonneau of a Buick Seven-Passenger Six Touring, with extra seats lowered, is shown here



THIS is the tonneau of a Seven-Passenger Buick Six Touring, with the extra seats in place

high duty bearings and the pinion shaft is mounted on extra large ball bearings. The axle housing and third member are kept in perfect alignment by torsion rods.

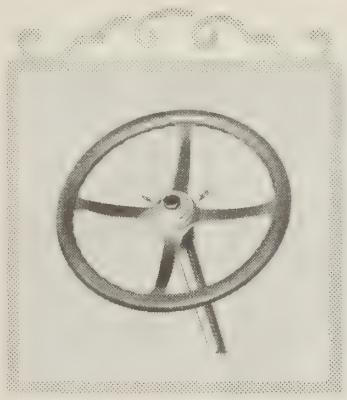
All Buick Fours, as well as Sixes, are equipped with Buick four-wheel brakes as standard equipment. The brakes for the front wheels are a development of those that have been used so effectively for years on Buick rear wheels. They are of the external contracting type and operate on drums of unusual size and area. The hand or emergency brake is of the internal expanding type, with long brake lever to give ample leverage. It operates on the rear brake drums only. Both sets of brakes are fully adjustable for wear.

Use of four-wheel brakes required the designing of new front axles and the Fours have heavier front axles of the reverse Elliott type.

In all other details the same foresight has resulted in the construction of a car that is correct in every detail. The new heavy frame, for instance, is built of reinforced pressed steel channel sections with exceptionally strong and deep side members.

No detail has been overlooked throughout the car. Body designs are as highly developed as the mechanical parts, and equipment both interior and exterior is well fitted to uphold the reputation which Buick has always held in this respect. There is no doubt that these cars are a Standard of Comparison in their price class.

Buick six-cylinder models show similar development and occupy a similar position in their price class.



THIS picture shows the simplified spark and gas control on the Buick Sixes. The sector is eliminated by this arrangement

THE comfortable seat of the Buick Six Roadster is shown above. There is a convenient storage place behind the seat

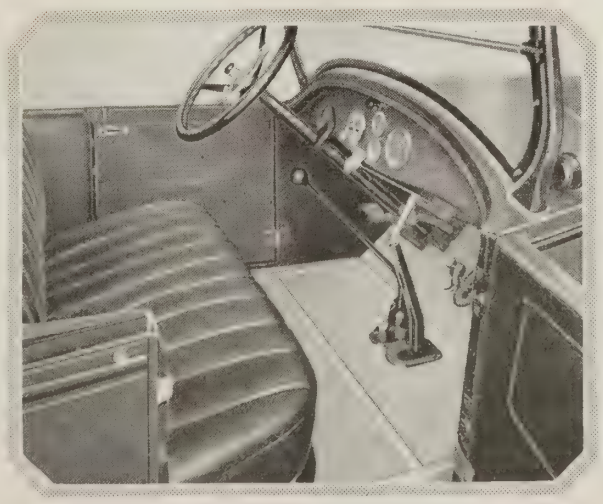
The Valve-in-Head motor in the Sixes, for instance, is completely self-lubricating. An automatic force feed system of Buick design carries oil under pressure to all important parts, including the rocker arms and push rod cups, thus giving complete automatic lubrication to the entire motor. The self-thawing oil pump is driven by spiral gears from the camshaft and forces oil under high pressure to the main and connecting rod bearings, through conduits drilled in the crankshaft, and through a pipe line to the rocker arm push rod cups, and to the timing gears. The front camshaft bearing and front pump shaft bearing are automatically lubricated.

The other camshaft bearings, valve stems and valve springs are positively lubricated by oil spray. A third oil line leads to the dash pressure gauge and a relief valve in the pump holds the pressure to approximately thirty pounds.

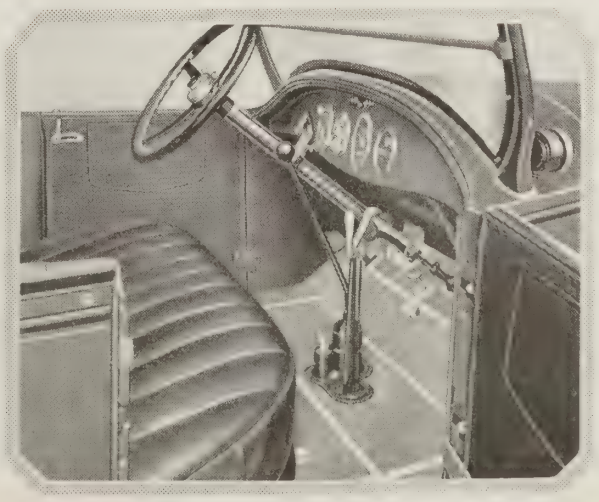
This system insures positive lubrication of all the motor parts at all speeds.

In addition to this there are many other features of the Buick Sixes that mark them as distinctive cars. The long wheelbase makes possible large and roomy bodies and there are special articles of equipment on the various models such as scuff plates, etched aluminum threshold plates, sunshades, and many other features.

Nothing that would add to the comfort, convenience, and safety of motoring has been overlooked, and it can be truthfully said that the Buick Sixes for 1924 set a Standard of Comparison in their price class.



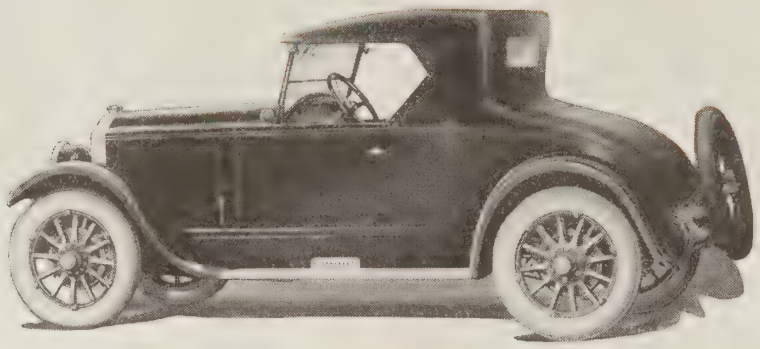
THIS picture shows the driving compartment of a Buick four-cylinder model. Everything is arranged for the greatest convenience of the driver



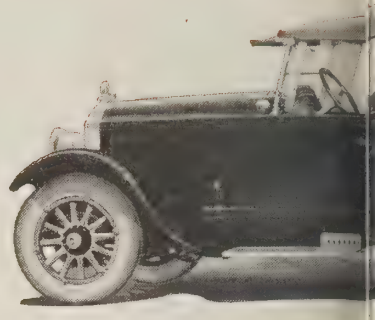
THE driving compartment of a Buick six-cylinder model is shown here. Note the complete instrument board and the convenience of all levers and pedals

# THESE FOURTEEN MODELS FOR 192

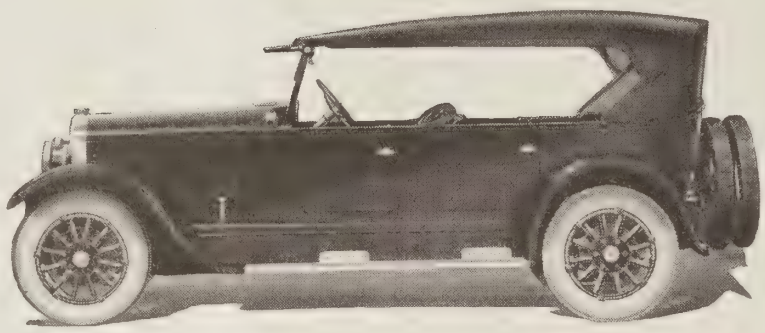
*(Buick four-wheel brakes are sta*



The Two-Passenger Six Roadster · $1275



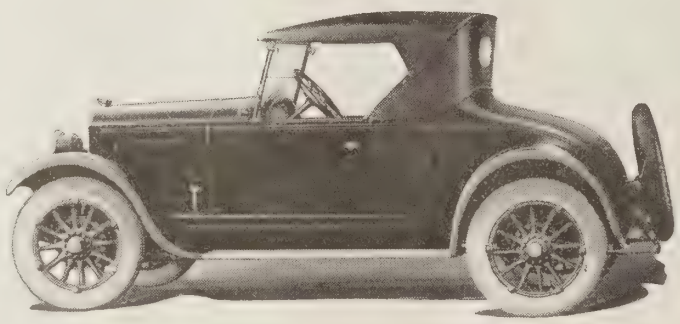
Four-Passenger Six Spor



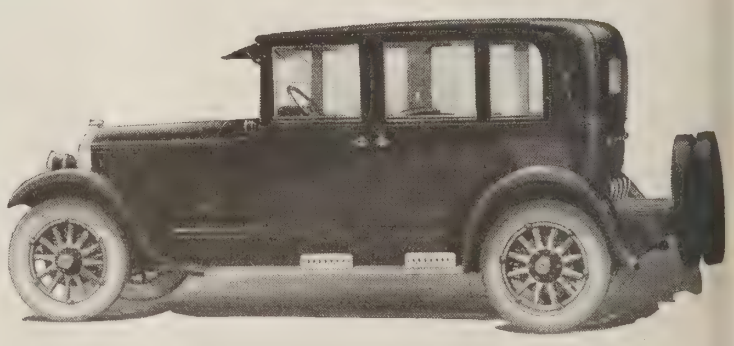
Big Seven-Passenger Six Touring · $1565

Front View

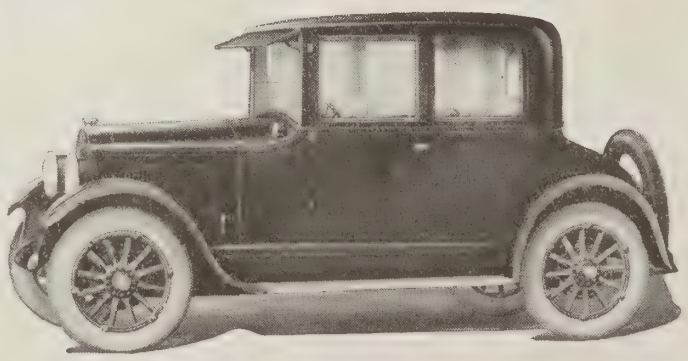
Five-Passenger Six Double-Service Sedan · $1695



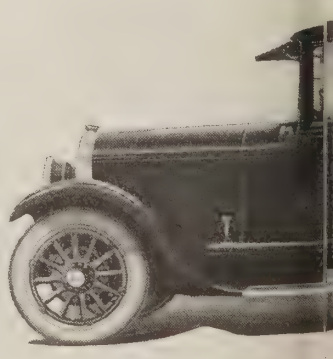
Two-Passenger Four Roadster · $935



Six Brougham Sedan · $2235



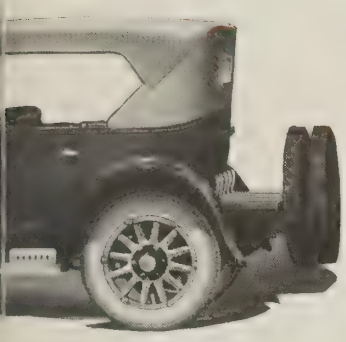
Four-Passenger Four Coupe · $1395



Five-Passenger Si

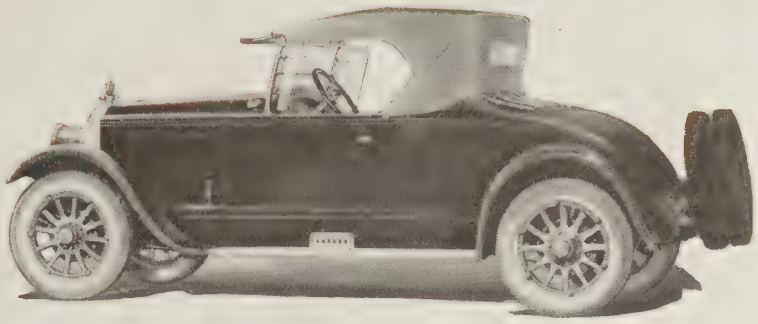
# HAVE WON NEW FAME FOR BUICK

*rd equipment on ALL models)*

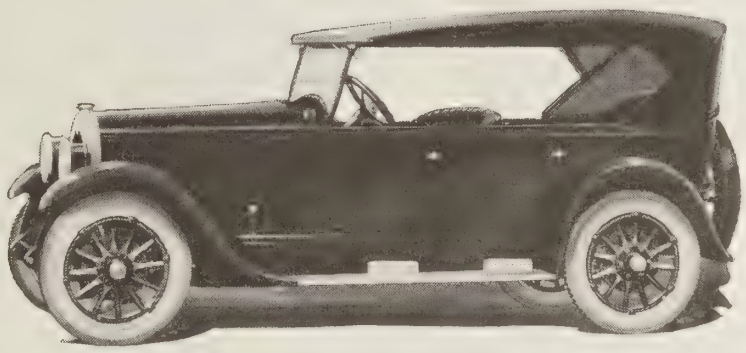


ring ˘ $1725

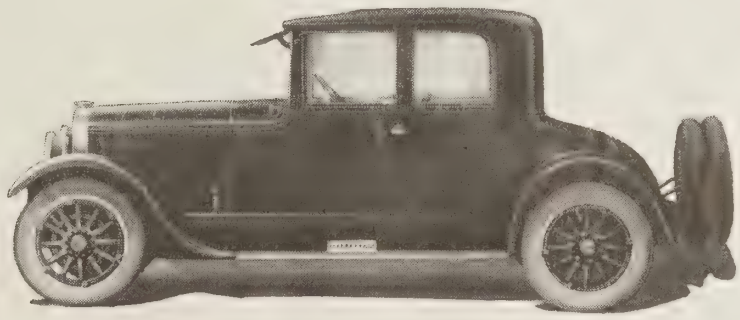
New Buick



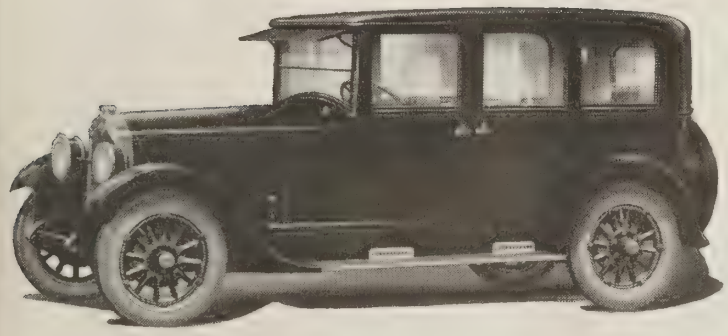
Three-Passenger Six Sport Roadster ˘ $1675



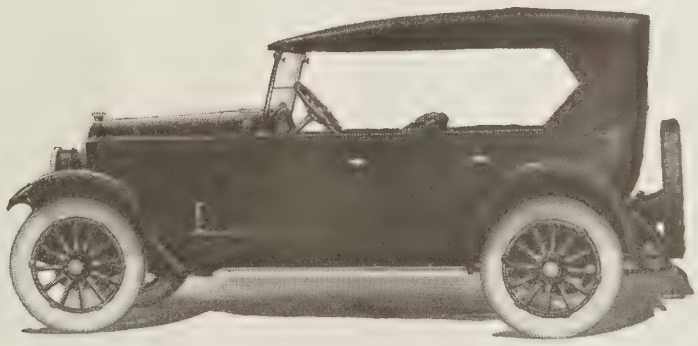
Five-Passenger Six Touring ˘ $1295



Four-Passenger Six Coupe ˘ $1995

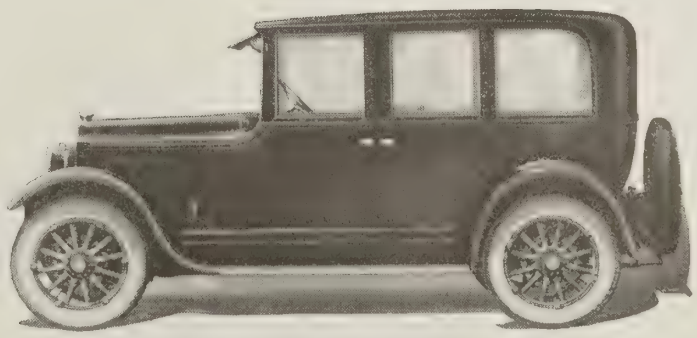


Big Seven-Passenger Six Sedan ˘ $2285



Five-Passenger Four Touring ˘ $965

ı ˘ $2095

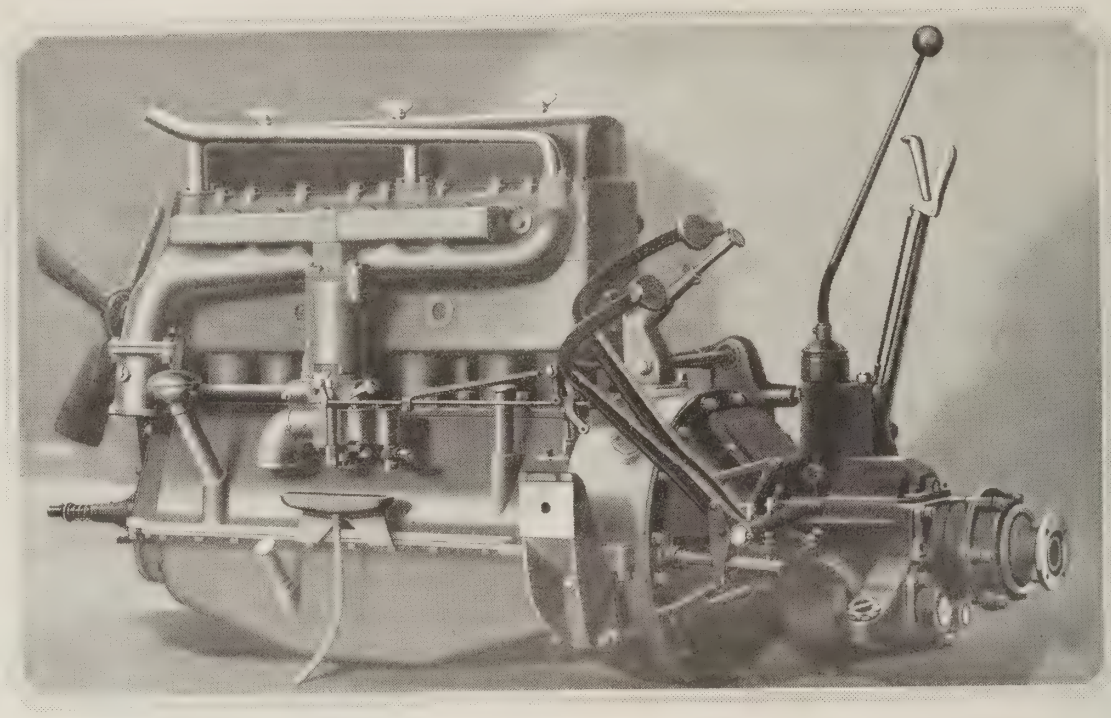


Five-Passenger Four Sedan ˘ $1495

# Buick Four-Wheel Brakes Are Sound in Principle

BUICK reputation, so pre-eminently firm and fair, was not won by chance, but is due to the policy established with the production of the first Buick car and so consistently adhered to ever since—that of giving the owner the maximum of service for the minimum of cost.

No matter what its price, a Buick car must and will give the maximum of that service for which it was intended, and must bear its proportion of the responsibility of maintaining that high prestige which Buick cars have attained.



THIS view shows the 1924 Buick Valve-in-Head Six motor, completely self-lubricating, and capable of developing a speed of 60 to 70 miles an hour. The motor head is detachable as are the arms on the flywheel housing. The clutch and control system are also shown in this view

ONE of the outstanding things in the success of Buick has been the fact that motor and chassis have always been built in accordance with correct engineering principles.

In the beginning Buick had three types of motors from which to choose; the I or Valve-in-Head type; the T-Head; and the L-Head. By reason of previous experience with marine motors of the I or Valve-in-Head type, Buick was firmly convinced that this was the most efficient type of gasoline motor. But in order to satisfy themselves beyond any question of doubt they experimented with the other types as well.

They became more firmly convinced than ever that the Valve-in-Head motor is the most efficient of all motors.

Twenty years of experience in developing this motor and the successful manner in which the Buick Valve-in-Head motor has operated under all sorts of conditions have verified their findings.

The same is true of the rear axle, the transmission, clutch and other units of the car.

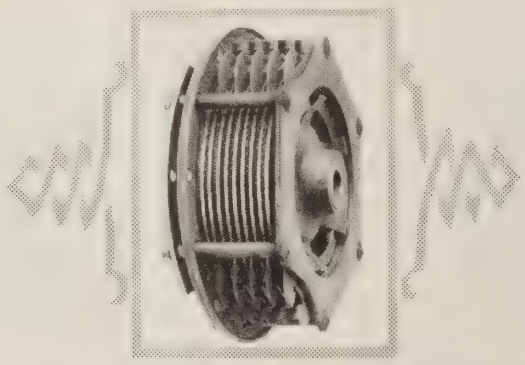
In the days when the demand for a self-starter developed, Buick adopted a starter that was absolutely correct in principle and that has operated successfully from the very beginning, to the complete satisfaction of thousands of motorists who have operated the cars since the starter was adopted.

The same method was pursued with service brakes for the rear wheels. These brakes, which have been used by Buick over a period of many years, have proven to be extremely efficient from the standpoint of stopping the car and simplicity of adjustment.

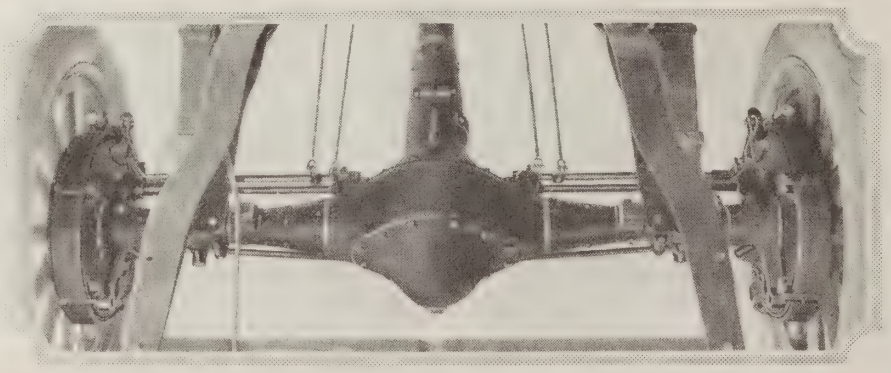
But when motoring conditions brought about necessity for service brakes of still greater efficiency, Buick searched the world for ideas for brakes on all four wheels. After exhaustive research in testing out the brakes of various types of construction, they have incorporated in the new Buicks for 1924 the same type of brake that has proved so successful on the rear wheels for so long a time.

The adoption of this brake on the front wheels necessitated redesigning of the frame and front axle. To Buick engineers, with their long experience in automobile construction, and who have been developing Buick since its very inception, this problem was a comparatively simple one. But it is certain that Buick engineers thoroughly convinced themselves of the correct principle and absolute efficiency of the four-wheel brakes.

The thousands of motorists who drive Buick cars are familiar with the simplicity and efficiency of the external or service brakes that have been used by Buick for so long a time. When it is realized that the brakes now used on the front wheels are exactly the same type of construction that had been used for years on the rear wheels, it is readily seen that Buick is making no experiment in their adoption of four-wheel brakes.



THIS picture shows the famous Buick multiple disc clutch, that, like other parts of the car, has been steadily developed over a period of many years. It is smooth and positive in action and very accessible for adjustment



THE Buick type of rear axle, is the result of careful development of sound principles. The weight of the car is supported on the housing of this axle. The wheels are driven by detachable shafts mounted on large annular ball bearings. The spiral bevel driving gears are fully adjustable

Brakes on Buick cars have been developed to the point where very little adjustment is required. When adjustment is necessary, as the result of wear on the brake bands, it is simply made by turning a wing nut that is very accessible.

One of the problems in developing four-wheel brakes was the necessity of making provision for the outside front wheel to run free when the car was turning a corner.

The differential in the rear axle is an arrangement of gears whereby power is transmitted to the wheel offering the least resistance, permitting the outside wheel to run faster than the inside, when making turns. The simplicity and practicability of the differential is clearly demonstrated by the fact that many motorists do not know of its existence.

Just as simple an arrangement, which is as automatic as the differential in the rear axle, has been designed in connection with the brakes on the front wheels. The result is that in turning a corner with the brakes applied, the inside front wheel is held firmly while the outside front wheel runs freely.

It is not surprising that American engineers have succeeded in solving problems in connection with four-wheel brakes because it is a well known fact that American engineers have succeeded in solving engineering problems along many lines when foreign engineers have failed. This has been due to the ingenuity and capability of American minds Four-wheel brakes are an instance of this.

The adoption of four-wheel brakes by manufacturers of automobiles in general is absolutely certain and necessary in order to meet conditions that have developed in recent years. The increase in the number of automobiles in use has necessitated provision of means for stopping more quickly with certainty and with less liability of skidding.

Everybody knows how Edison was looked upon when he spoke of inventing a machine that could talk. And everybody knows how Bell was ridiculed when he first made known the fact that he had successfully

THE generator and starter of the Buick are shown in this view. Like other parts of the Buick car these were carefully developed from sound principles before they were placed on Buick cars. There is a complete Delco single unit system for electric starting, lighting and ignition

developed an appliance for talking over wires. So it has been with other inventions and it is no wonder that it might seem a surprising thing that a simple problem such as successfully applying brakes to all four wheels of an automobile has been accomplished.

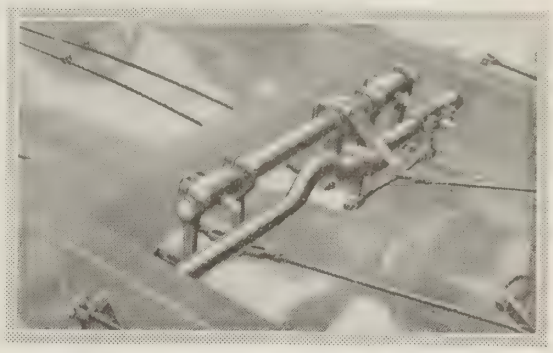
The designing of four-wheel brakes has proved to be no more of a perplexing problem to Buick engineers than the designing of many other distinctive Buick features that have become famous as part of the Buick product and that helped to make Buick the leading manufacturer of fine automobiles in the world, as evidenced by the fact that Buick has held first place at the National Automobile Show for five consecutive years.

Buick engineers are being highly complimented on the successful manner in which they have solved the problems in connection with four-wheel brakes. Their success has been widely commented upon by automotive engineers in general.

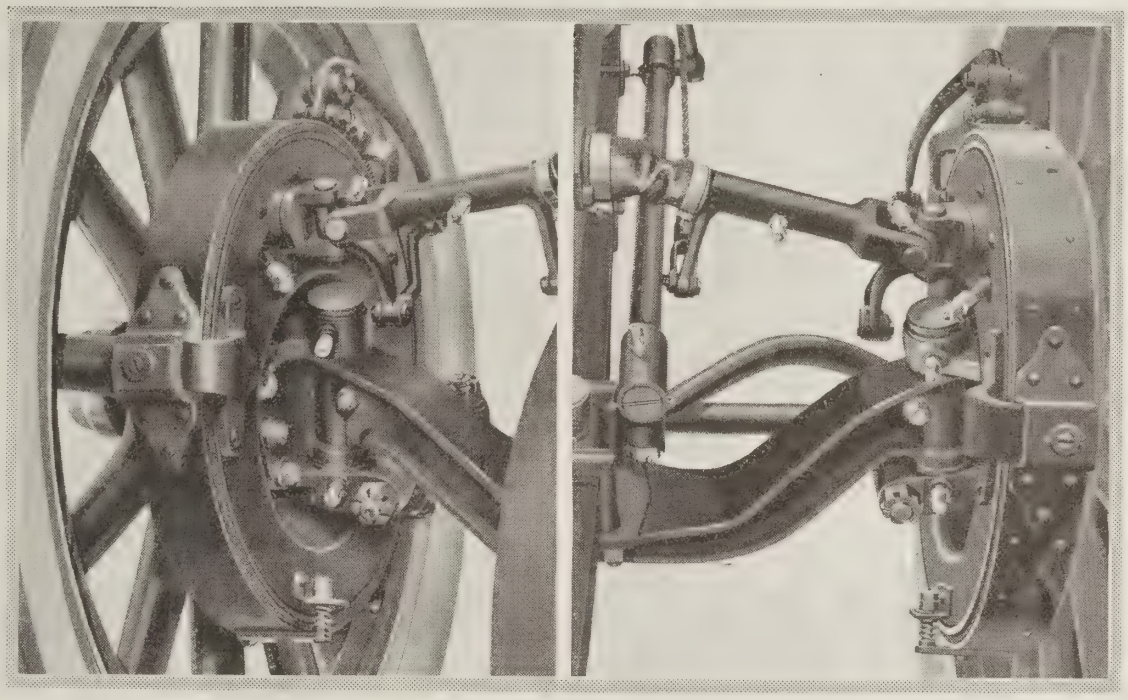
As Buick designers won for themselves the respect and admiration of motorists and automobile engineers alike by the adoption and development of the Buick Valve-in-Head motor and many other Buick features, so they are now being credited with achieving another engineering triumph by the successful development of four-wheel brakes.

The truth of this statement is forcibly brought out by the many telegrams and letters of congratulation that have been received by Buick from disinterested engineers and motorists who are now driving the 1924 models equipped with Buick four-wheel brakes.

Buick in developing the Buick car does not consider the cost necessary to develop those features desired by the motorist in order to provide him with a maximum of safety and comfort and convenience, knowing, as Buick does, that an attempt to save additional cost at the risk of jeopardizing any of these points would not be appreciated by the motorist who is looking for one hundred per cent efficiency in his automobile.



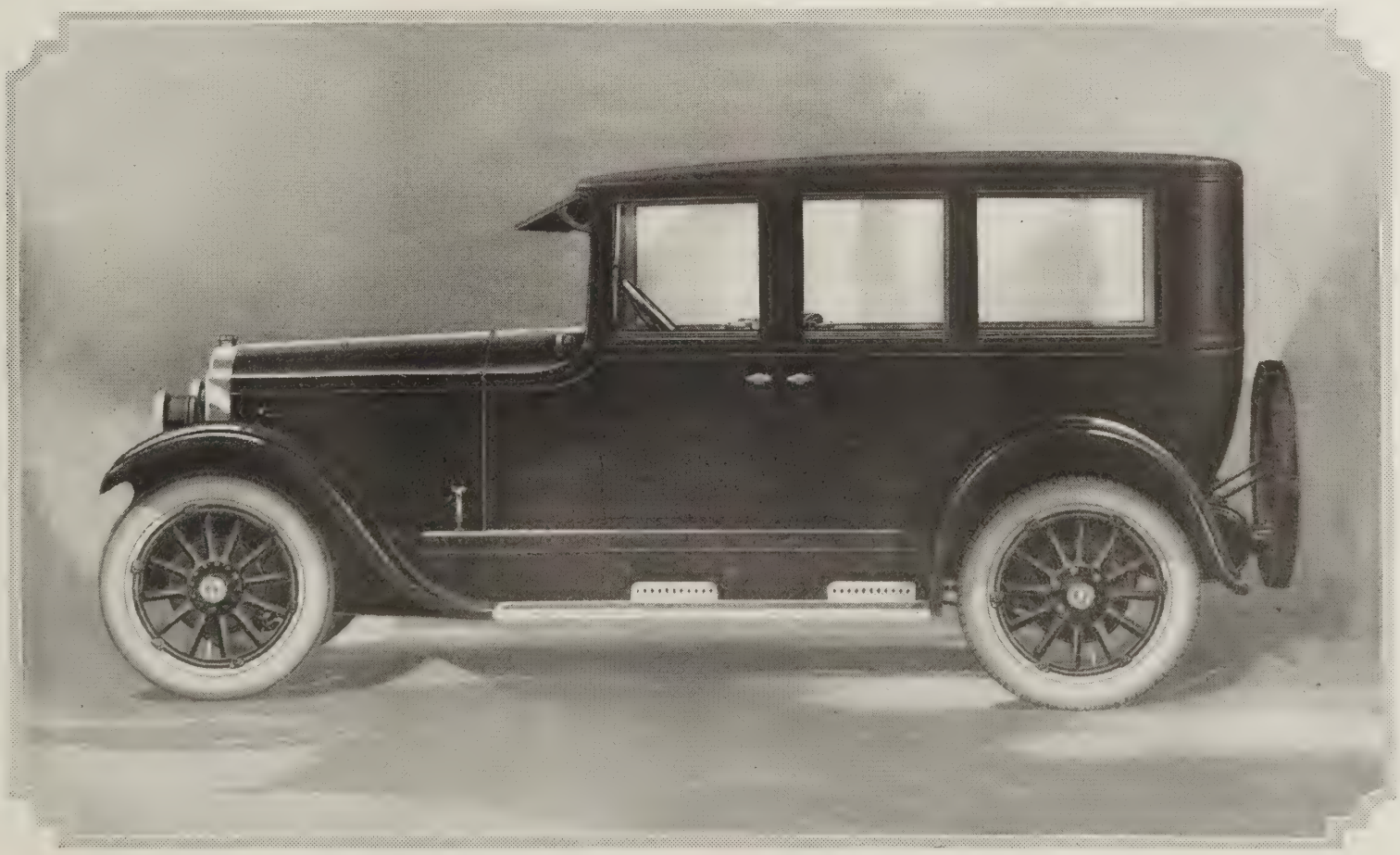
THE Buick four-wheel brake connections are shown in this picture. The front brake rods are on the outside of the frame. The rear brake rods extend from the brake cross shaft to the external camshaft on the rear axle. The equalizer, in the center, distributes the power from the brake pedal to the front and rear brakes in correct proportion



HERE are two views of the Buick four-wheel brakes, which are a sound development of the brakes that have proved so successful on Buick rear wheels for many years. They are of the external contracting type and operate on drums of unusual size and area

Therefore, Buick introduces from time to time such marked improvements, as the Buick four-wheel brakes, to increase safety, reliability and ease of operation.

This attitude is the result of experience in building automobiles for a period of twenty years in numbers that are well on their way toward the two million mark.



THIS view of Model 24-Six-41—the Double-Service Sedan—shows how fully Buick body design has kept pace with mechanical developments. This car has unusually serviceable upholstery so that it meets fully the requirements of both business and general motoring use

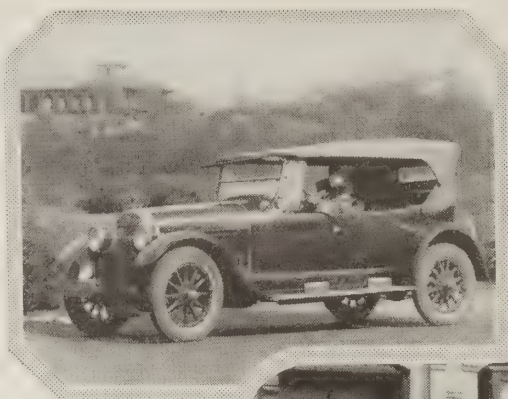
# The Complete Motoring Satisfaction in Buick

WITH the Buick Motor Company being the leading company in the automotive industry as evidenced by the fact that it has held first place at the National Automobile Show for five consecutive years, it is little wonder that when one member of a family buys a Buick, that very soon, in many cases, the other members of the family become Buick owners also.

It is also little wonder that in many communities Buick is the dominant car, for there is no better salesman for the Buick car than the car itself, by reason of the fact that its superior qualities of convenience and comfort are so readily apparent.

That is why so many people in every community, who are in a position to buy any automobile, make the Buick their choice.

A number of prominent Buick owners in St. Louis are shown on these two pages.



"MY Buick gives us motoring comfort which we did not know before," is the way Mrs. C. R. Peddle describes her Buick Sport Touring. Mrs. Peddle's husband is Purchasing Agent for the Pennsylvania Railroad in St. Louis

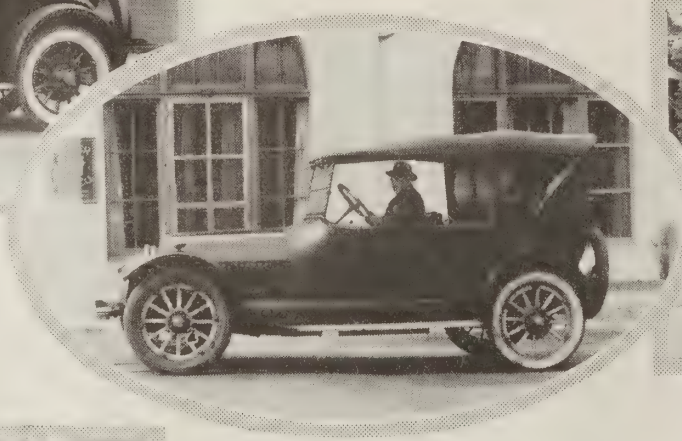
GIFTS are always welcome but when they come in the form of Buicks they are doubly so. This Three-Passenger Buick Coupe was presented to Mr. J. M. Rohan, St. Louis realtor, by his friends and business associates

FOUR Buicks have been owned by Mr. Frank J. Bush, President of the St. Louis Motor Transportation Company. His present car, with which he is shown here, has made several trips to New England

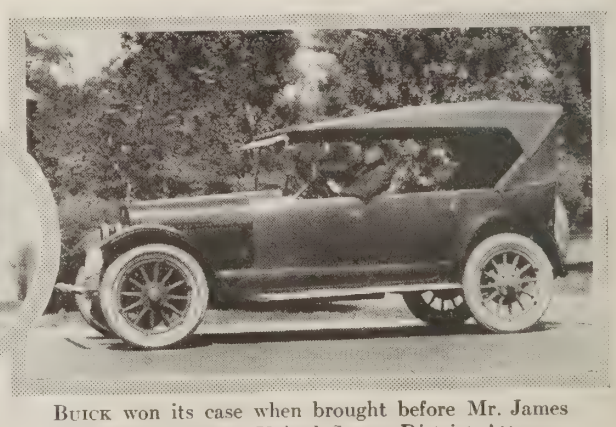
THIS picture shows Miss Myrtle Aufderheide who is another St. Louis enthusiast. The Touring Sedan is a present from her father, Mr. Fred C. Aufderheide, who is a veteran Buick owner in St. Louis

SINCE 1904, Mr. Fred C. Aufderheide, St. Louis contractor, has been a Buick owner. Four of his seven Buick models are shown here. The old Model F, two-cylinder, ran regularly until recently

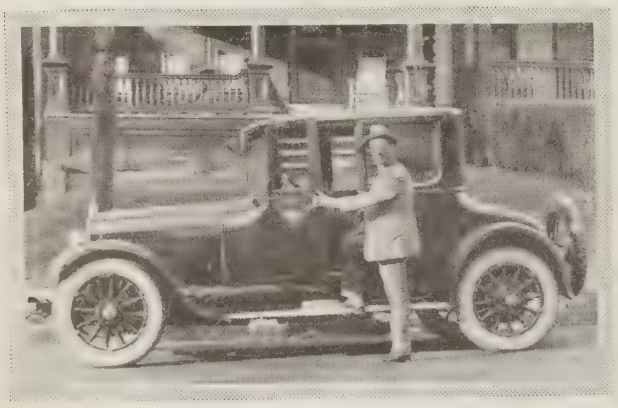
THIS picture shows Mr. S. W. Morten, St. Louis lumberman, who has driven Buicks for many years. He is shown here with his Four-Passenger Coupe. He also owns a Roadster



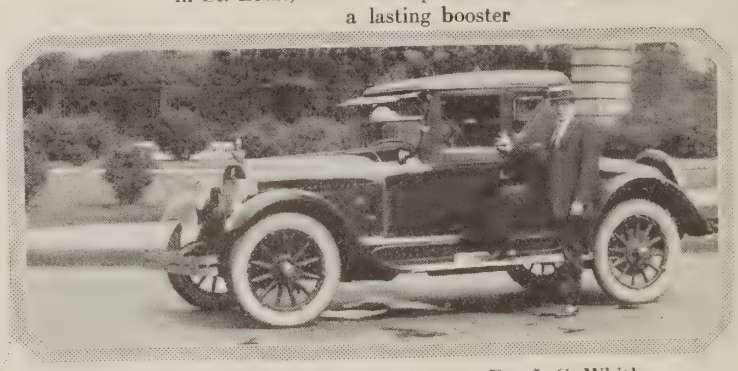
THIS Buick has been driven more than 40,000 miles by Mr. Thomas Moffat, merchandise buyer for the Stix Baer and Fuller Dry Goods Company. This is Mr. Moffat's fifth Buick



BUICK won its case when brought before Mr. James E. Campbell, former United States District Attorney in St. Louis, and Buick performance has made him a lasting booster



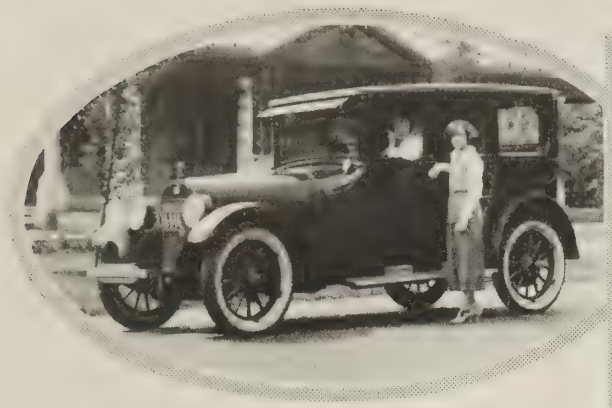
OWNING and driving five Buicks in succession is the way in which Mr. J. N. McKelvey, Director of Public Safety of St. Louis, and President of the McKelvey Construction Company, expresses his opinion of Buick



BUICK is a leading favorite with doctors. Dr. J. C. Whitley is one of many St. Louis physicians who are enthusiastic Buick owners. He has owned several Buicks and his daughter drives a Buick Coupe

VALVE-IN-HEAD Buick MOTOR CARS

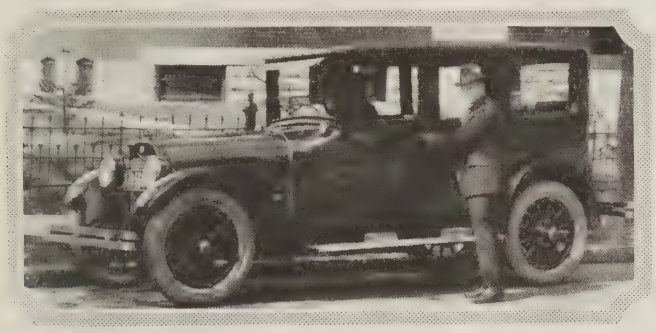
# Wins it Leading Place with St. Louis Owners



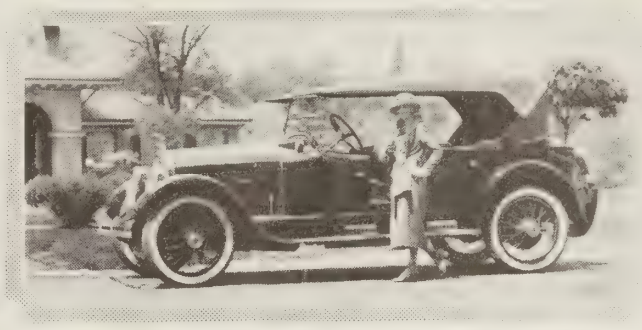
Among the most enthusiastic Buick owners in St. Louis are Miss Mildred and Miss Laura Melsheimer. They are planning a tour through the North in their Buick Sedan. Their father, Mr. Louis Melsheimer, has owned a number of Buicks and is now driving a new Roadster

One of the many baseball stars, who are Buick owners, is Johnnie Tobin, star outfielder of the St. Louis Browns, who is shown here with his Buick Sedan

Prominent in St. Louis automobile circles from the infancy of the industry, Mr. Fred Campbell, President of the Fred Campbell Auto Supply Company, has been in a position to pass critical judgment on motor cars. The fact that he has driven seven Buicks therefore speaks volumes



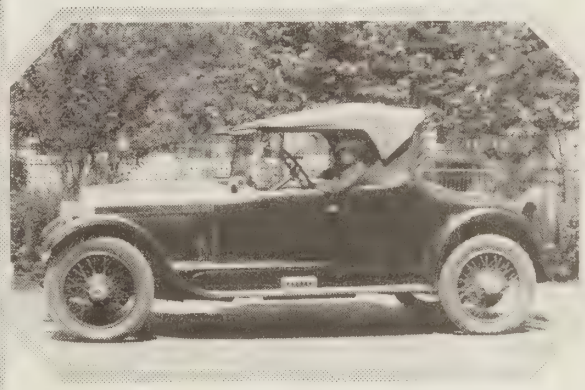
Buick dependable transportation appeals strongly to doctors. Dr. Max Starkloff, Health Commissioner of the City of St. Louis, is one of many physicians who drive Buicks. He is shown here with his Sedan



Buick Sport Models have as many women admirers and owners as are found amongst the men. Mrs. W. J. Brooks, wife of a St. Louis real estate dealer, drives her Buick constantly and, "because it is always ready to go," she cannot praise it too highly

Not only is Mr. Robert Griesedieck, President of the Griesedieck Tire and Supply Company of St. Louis, an enthusiastic Buick owner, but his mother and several brothers also drive Buicks. Mr. Griesedieck is shown here with his Buick

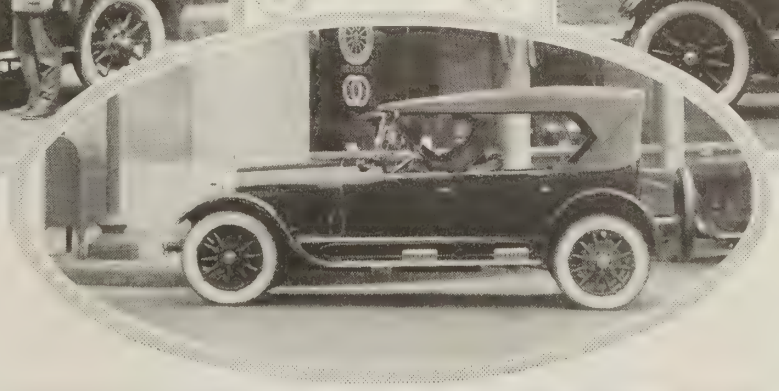
"The Buick, to me, is a dignified performer, and has so many good qualities that I don't really know what I like best about it," says Mrs. E. H. Brune. She is shown here with the second Buick she has owned



Women find unusual comfort and convenience in the Buick. Miss Marian Lane, of St. Louis, is particularly enthusiastic about the ease with which she can handle her Buick Sport Roadster

Buick performance has made a permanent Buick booster of Dr. Stanley S. Burns, prominent St. Louis physician

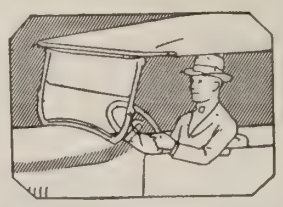
The comfort and easy riding qualities of the Buick have made Mrs. Charles P. Bland and her three children enthusiastic Buick owners. Mrs. Bland's husband is a St. Louis real estate dealer



The Buick Sport Touring provides an ideal means for travel between St. Louis and Kansas City, declares Mr. William King, Manager of the Automobile Club of St. Louis

# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars



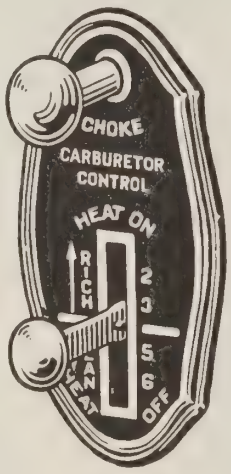
## Using the Choke and Heat Regulator

GASOLINE is a variable fuel. It comes in many different grades and behaves differently under different conditions. In warm weather it is much more volatile than in cold weather. For that reason it is necessary to design automobile motors that are adaptable to these changing conditions of the gasoline.

This is done very simply and effectively on the Buick by means of applying heat from the exhaust around the jacketed carburetor. This is controlled by means of a simple instrument on the dash so that the driver of a Buick, in effect, controls weather conditions by the simple movement of a small lever.

THIS view shows how the simple air regulator on the Buick should be adjusted for starting. In cold weather the choke button should be pulled out until the motor is in operation, and should then be pushed back in place

When the motor is cold it is necessary to use the choke button when starting the car, pushing it back in place as soon as the motor is in operation. At the same time it is advisable to have the lever on the air regulator at the topmost position, which will insure a rich mixture for the carburetor. Then as the motor warms up to its normal operating temperature, the lever should be lowered, because the warmer the engine the leaner the gasoline mixture that may be used.




As the motor warms up to its normal operating temperature, which it does very rapidly, the lever should be lowered. When it has reached the central point, as indicated in this illustration, it is in the most satisfactory position for operation under normal conditions

Under ordinary conditions of climate and temperature, it will be found that after the motor has been warmed up and the lever has been lowered to the central point, indicated by the heavy black line on the instrument, that it is then most effective, and that the motor is running smoothly and delivering a maximum of power.

In extremely warm weather or hot climates, however, it is advisable to extend the range of the lever from the topmost position to a point below the central line and in some instances to the lowest point, in order to take advantage of the climatic conditions and insure economy in gasoline.

On the other hand, in extremely cold weather, or cold climates, the satisfactory operating point for the air regulator will probably be found above the central line on the instrument, owing to the fact that the gasoline does not vaporize as rapidly as in warm weather.

The device here shown is on the instrument board of the new Buick Six. A similar device, differing only in that the regulator is operated by turning instead of pushing the lever, performs the same functions for the Buick Four.

IN very warm weather, or hot climates, the lever may be lowered still farther, as indicated in this illustration. This will insure the greatest possible economy in gasoline

By making use of this simple regulator the Buick owner insures two things: 1, the most effective operation of the motor; 2, the greatest possible economy of gasoline under the climatic conditions that have to be met.

## *Concerning Mr. Cobb*

(Continued from page 4)

turned to Cobb for his denial; but all he did was to shake his head.

"That wasn't true," he admitted. "I'm not named Carlisle, and I never saw a Mexican rebel in my life."

Viola reeled as if she had been struck.

"He's Harold Spindler," I cried.

"Call me that again and I'll choke you," he snapped. "I'm not Harold Spindler,—I'm Montgomery Joyce Cobb,—and it's not my name that matters, it's my business."

"Isn't it honest?" Viola demanded.

"Yes, honest,—but,—but I raise skunks," he said suddenly.

"Skunks?" I exclaimed.

"Skunks?" cried Viola.

"Skunks?" echoed Kitty.

"Yes, skunks," repeated Cobb, almost defiantly. "I am the most successful skunk raiser on the American continent,—the Skunk King."

For a moment we were speechless; then with one common irresistible impulse we began to laugh, Viola the worst of us all. She simply could not control herself. Meanwhile Cobb stood there scowling.

"Does,—does this let me out, Viola?" he pleaded.

"You darling boy, of course it doesn't," she told him. "I was only laughing because I was so pleased it wasn't worse. Why, we'll go off and raise skunks together, and live happily ever after."

Cobb beamed.

Before I realized what he was doing he was emptying all his pockets of letters, bills and memoranda. "Read these," he declared. "I think they'll satisfy you that I'm——"

"Oh, I'm satisfied now. I feel quite sure that you're not Harold Spindler," I assured him.

"Uncle Hartley was only trying to protect me, Monty," Viola said softly. "Shake hands with him, and let by-gones be by-gones."

We did so, cordially. Then I kissed Viola and Cobb kissed Kitty—than I kissed Kitty and Cobb kissed Viola, and we were all very, very happy, and very, very self-conscious—as an American family always is when emotion has betrayed it out of its usual reserve.

### Still Has Exceptional Pep

MR. T. Cureton, Secretary and Treasurer of O. R. C. Division 36, Pueblo, Colo., writes: "I must say a word or two for my Buick Model B-55, of 1914. It has made 120,000 miles and I believe it is the fastest car in town today. When it comes to strength, it is a pleasure to drive it over Battle Mountain, Monarch Pass, Pikes Peak, Laveta Pass, Wolf Pass and Ponca Pass. Last year I pulled a —— car to the top of Battle Mountain and when the owner came back to Pueblo he sold his —— and bought a Buick."

### Ploughs South American River Bed

MR. DuRelle Gage writes from the Hotel Commodore, New York: "I want to tell you about the Buick car which is doing a regular service for passengers between Potosi, Bolivia, and Sucre, in the same country, about 175 kilometers distant. The road was for the most part the river bed and the grades terrific. Mud was often up to the hubs and was removed by going through rivers nearly up to the carburetor. It usually carried seven passengers and baggage tied all over the sides of the car, as well as two extra cans of gasoline, and one can of water. The car had won for itself the fame of being the one sure way to go to Sucre and get back again.

"I am sending you this information for any interest you may have in it, and as a small tribute of an American to an American product that made good. I wish to add that I do not live in Bolivia, nor have I any other than the interest I have just named."

### Buick Her Only Choice

"I WOULD not have any other car than a Buick," writes Mrs. J. Frost Walker, Columbia, S. C. "I first got a ——, which proved very unsatisfactory, turned it in for a Buick five-passenger open car, 1919 model. I still have it. Last March I bought a five-passenger Sedan, the joy of my heart. No other car for me."

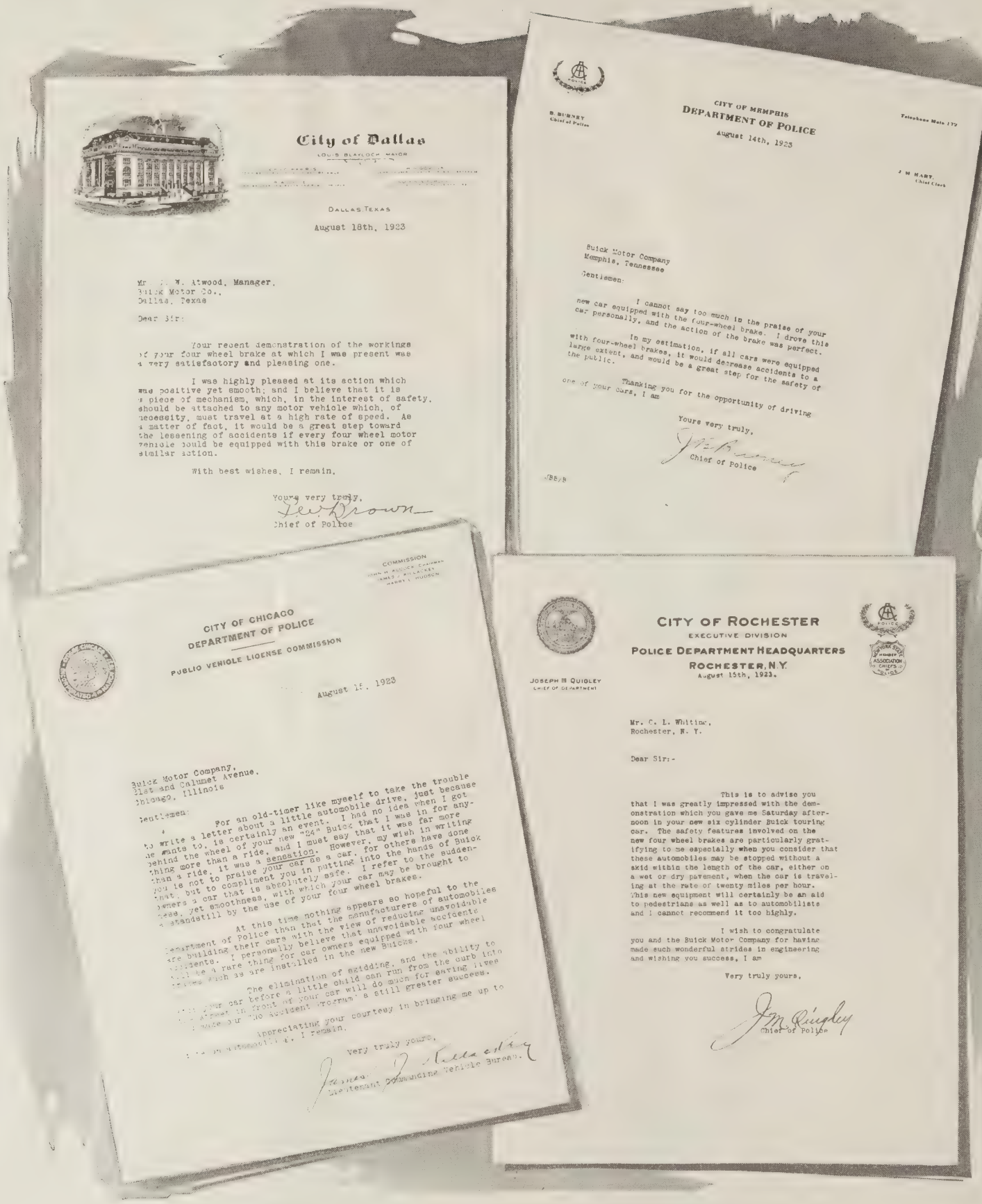
# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

OCTOBER 1923 FIVE CENTS A COPY

*In this issue—*

What Owners think of 1924 Buicks and Buick four-wheel brakes—*pages 3-4*



City of Dallas

LOUIS BLAYLOCK MAYOR

DALLAS TEXAS

August 18th, 1923

Mr. [illegible] W. Atwood, Manager,
Buick Motor Co.,
Dallas, Texas

Dear Sir:

Your recent demonstration of the workings of your four wheel brake at which I was present was a very satisfactory and pleasing one.

I was highly pleased at its action which was positive yet smooth; and I believe that it is a piece of mechanism, which, in the interest of safety, should be attached to any motor vehicle which, of necessity, must travel at a high rate of speed. As a matter of fact, it would be a great step toward the lessening of accidents if every four wheel motor vehicle could be equipped with this brake or one of similar action.

With best wishes, I remain,

Yours very truly,
L. W. Brown
Chief of Police

CITY OF MEMPHIS
DEPARTMENT OF POLICE
August 14th, 1923

B. BURNEY, Chief of Police
Telephone Main 177
J. M. HART, Chief Clerk

Buick Motor Company
Memphis, Tennessee

Gentlemen:

I cannot say too much in the praise of your new car equipped with the four-wheel brake. I drove this car personally, and the action of the brake was perfect.

In my estimation, if all cars were equipped with four-wheel brakes, it would decrease accidents to a large extent, and would be a great step for the safety of the public.

Thanking you for the opportunity of driving one of your cars, I am

Yours very truly,
J. E. Burney
Chief of Police

JEB/B

COMMISSION
JOHN H. PULCK, CHAIRMAN
JAMES J. MILLARKEY
HENRY I. HUDSON

CITY OF CHICAGO
DEPARTMENT OF POLICE
PUBLIC VEHICLE LICENSE COMMISSION

August 1[illegible], 1923

Buick Motor Company,
21st and Calumet Avenue,
Chicago, Illinois

Gentlemen:

For an old-timer like myself to take the trouble to write a letter about a little automobile drive, just because he wants to, is certainly an event. I had no idea when I got behind the wheel of your new "24" Buick that I was in for anything more than a ride, and I must say that it was far more than a ride. It was a sensation. However, my wish in writing you is not to praise your car as a car, for others have done that, but to compliment you in putting into the hands of Buick owners a car that is absolutely safe. I refer to the suddenness, yet smoothness, with which your car may be brought to a standstill by the use of your four wheel brakes.

At this time nothing appears so hopeful to the Department of Police than that the manufacturers of automobiles are building their cars with the view of reducing unavoidable accidents. I personally believe that unavoidable accidents will be a rare thing for car owners equipped with four wheel brakes such as are installed in the new Buicks.

The elimination of skidding, and the ability to stop your car before a little child can run from the curb into the street in front of your car will do much for saving lives and make our "No Accident Program" a still greater success.

Appreciating your courtesy in bringing me up to date on automobiles, I remain,

Very truly yours,
James J. Millarkey
Lieutenant Commanding Vehicle Bureau.

CITY OF ROCHESTER
EXECUTIVE DIVISION
POLICE DEPARTMENT HEADQUARTERS
ROCHESTER, N.Y.
August 15th, 1923.

JOSEPH W. QUIGLEY, CHIEF OF DEPARTMENT

Mr. C. L. Whiting,
Rochester, N. Y.

Dear Sir:-

This is to advise you that I was greatly impressed with the demonstration which you gave me Saturday afternoon in your new six cylinder Buick touring car. The safety features involved on the new four wheel brakes are particularly gratifying to me especially when you consider that these automobiles may be stopped without a skid within the length of the car, either on a wet or dry pavement, when the car is traveling at the rate of twenty miles per hour. This new equipment will certainly be an aid to pedestrians as well as to automobilists and I cannot recommend it too highly.

I wish to congratulate you and the Buick Motor Company for having made such wonderful strides in engineering and wishing you success, I am

Very truly yours,
J. W. Quigley
Chief of Police

## *Police Chiefs Indorse Buick Four-Wheel Brakes*

THE increased safety that Buick four-wheel brakes afford in city traffic has been immediately recognized by police heads in all parts of the country. These letters express the opinions of police chiefs in four principal cities.

All the new Buicks for 1924—both Fours and Sixes—are equipped with Buick four-wheel brakes as part of their standard equipment.

They are added assurance of safety and ease in driving.

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

Subscription rate, Fifty Cents per year.
Mailed under third class permit.

E. T. Strong, *Managing Editor*

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Flint, Michigan, U. S. A.

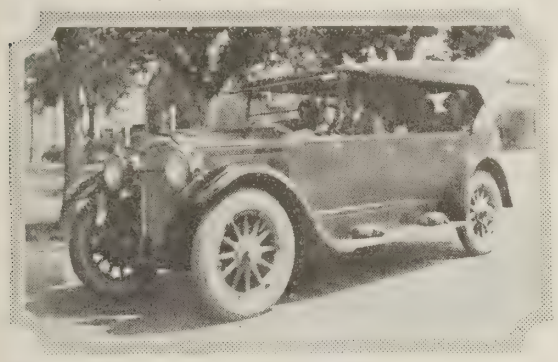
Vol. XI No. 10 October, 1923

# What Owners Think of the New 1924 Buicks

OWNERS are the supreme court when the merits of an automobile are on trial. The purchaser is the one who really tests a new car and only one hundred per cent efficient operation can satisfy him.

The success of an automobile depends entirely upon how it serves in all parts of the country and under all kinds of conditions. Nothing can replace actual performance.

In view of this, the success with which the new Buicks for 1924 are meeting is especially significant. Already they are in the hands of thousands of owners in all parts of the country and they are meeting successfully every test to which they are put.



THIS 1924 Buick Seven-Passenger Touring had already been driven 1890 miles when this picture was taken. Mr. Teachout, of Flint, Michigan, the owner, drove from Flint to Colorado Springs in five days. He was particularly pleased with the way the Buick four-wheel brakes operated on muddy roads

Owners have put their stamp of approval on the new Buicks for 1924.

This is true also of the many new features that are embodied in the 1924 Buicks. Consider the Buick four-wheel brakes. As one of the most important motor car developments since the adoption of self-starters, it was to be expected that they would be put to the most rigid tests by every owner. This proved to be the case and congratulatory letters pouring in from all parts of the country testify as to how well the Buick four-wheel brakes are serving owners in every part of the country.

Of course Buick four-wheel brakes had passed far beyond the theory stage before Buick engineers adapted them to the new Buicks for 1924. They had met the most severe tests and had been proved to be practical in every detail. But it still remained for the individual owners to put them to the test under actual service conditions. Now that thousands of owners have done this the Buick four-wheel brakes have firmly established themselves as a practical and essential feature of motor car construction.

However, nothing can be more convincing on these facts than the actual words of Buick owners. Here are some of the letters they have written about the new Buicks for 1924.

"I want to tell you how well pleased I am with my new Buick Four-Passenger Coupe, Model 24-Six-48," writes Mr. C. J. Marks, of Toledo, Ohio. "The refinements in your motor have added greatly to the pleasure of driving your new car. The body design is a thing of beauty.

"I want to mention particularly the four-wheel brake equipment. No one who has ever driven a car, so equipped, for a few weeks, will ever want to be without them.

"Wishing you success with this new model is not necessary. The car is already a world beater."

Equally enthusiastic is Mr. V. Epple, who is with The Winchester-Simmons Company, in Toledo, Ohio. He writes:

"I feel that I should express to you my appreciation of the 24-Six-45 Five-Passenger Touring. I have driven the car about one thousand miles and have had the opportunity to give the four-wheel brakes several good tests.

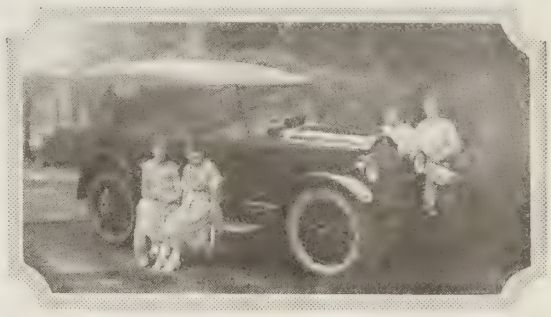
"To say that I was surprised at their performance would not express my feelings at all.

"I have had several opportunities to try the brakes on wet pavements, and I find that the car skids very little, if at all. I have also found that I can go twenty and twenty-five miles an hour and stop the car in almost its own length without applying the brakes as hard as would normally be necessary on a car having only the brakes on the rear wheels. I have had no trouble with any of the brakes taking hold before the others. It seems that they are very well equalized.

"Taking it as a whole, the car has performed very splendidly during the time that I have owned it, and it has been enthusiastically received by all my friends who have seen it or driven it."

ALL the new Buicks for 1924—both Fours and Sixes—have Buick four-wheel brakes as part of their standard equipment. These have been put to the test in actual service by thousands of owners and have proved thoroughly practical and reliable.

Mr. W. B. Wardle, Detroit, was one of the first owners of a 1924 Buick Five-Passenger Sedan. He drove it on a vacation tour and it was one of the first new Buicks to enter Canada.



MISSISSIPPI roads gave this 1924 Buick Touring its first test in actual service. It is owned by Mr. J. W. Mauldin, cashier of the Mechanics Savings Bank, Water Valley, Mississippi. He is particularly pleased with the Buick four-wheel brakes

Mr. Teachout, of Flint, Michigan, put his new Buick Seven-Passenger Touring to a severe test by driving from Flint to Colorado Springs in five days, averaging seventeen miles to the gallon. The roads were bad and he had four days of heavy mud. He was keenly enthusiastic about the Buick four-wheel brakes, which, he says, worked perfectly in the mud. He drove up Pike's Peak without the slightest trouble.

Another long tour that thoroughly tested a new Buick was made by Mr. O. L. Boose and his family, who traveled from Flint, Michigan, to Sunnyside, Washington, a distance of 2900 miles, in thirteen days.

Mr. J. W. Mauldin, cashier of the Mechanics Saving Bank, Water Valley, Mississippi, bought his new Buick in Memphis and drove to Water Valley over some good and some very bad roads.

"Road conditions make no difference," he writes. "After driving over these roads I must confess that I consider Buick one of the best cars made.

"I have given the four-wheel brakes a thorough test and have found them satisfactory in every respect. By the way, if my car had not been equipped with them my daughter would have had a smash as a car darted in front of her and she stopped our Buick in less than three feet."

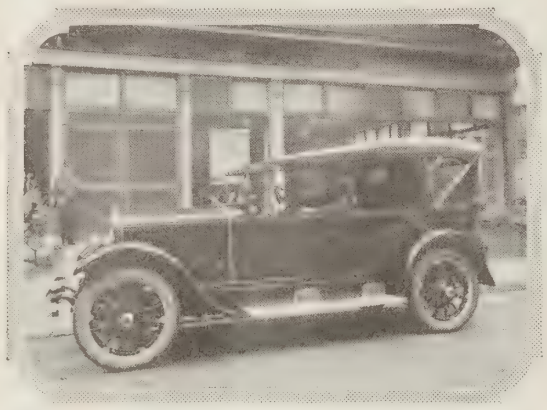
THIS is one of the first 1924 Buicks delivered in Detroit, Michigan, a Five-Passenger Sedan. The owner, Mr. W. B. Wardle, Detroit, Mrs. Wardle, and their daughter are shown in the picture, which was taken at London, Ontario, during a vacation trip. This was one of the first new Buicks driven into Canada

This fleet of six Buicks has been increased by the addition of a 1924 Seven-Passenger Sedan. The cars are owned by the Frank Prox Company, manufacturers of Prox Boilers, Terre Haute, Indiana. The cars are used by the sales force and the company considers them the most reliable automobiles in their class

C. H. Doering, D. D. S., drove Buicks for three years in South Africa, before coming to Hamilton, Canada, where he immediately purchased a 1924 McLaughlin-Buick Five-Passenger Touring.

"This is my first experience with four-wheel brakes," he writes, "and so far I have found them to be very superior to other brakes that I have used."

The Frank Prox Company, Terre Haute, Indiana, manufacturers of Prox Boilers, has standardized on Buicks for its salesmen since 1916. To its fleet of six Buicks it has now added a 1924 Seven-Passenger Sedan. "We consider the Buick the best and most reliable automobile in its class," they write.



This 1924 McLaughlin-Buick is owned by C. H. Doering, D. D. S., of Hamilton, Ontario. He drove Buicks in South Africa for three years and was so pleased with them that he bought another Buick immediately after his arrival in Canada. He declares that the Buick four-wheel brakes are superior to other brakes that he has used

Another enthusiastic owner of a 1924 McLaughlin-Buick Four-Passenger Coupe is Mr. J. A. Robinson, general manager of J. H. Robinson and Company, Hamilton, Canada.

Referring to the Buick four-wheel brakes, he writes: "I know their value from my own experience in the time I have been driving my new car. I have had occasion to use them in two or three emergencies and therefore cannot speak too highly of them."

"I have driven my 1924 Buick Double-Service Sedan a distance of 850 miles," writes Mr. Otis B. Hague, public accountant, of Battle Creek, Michigan. "The four-wheel brakes have worked fine, especially in the traffic of the city of Detroit, and I feel sure that the four-wheel brakes saved me from an accident between Battle Creek and Grand Rapids on a sharp turn hidden by a cornfield."

Buick four-wheel brakes have made good on Iowa roads. Mr. R. S. Griefen, president of the Griefen Buick Company, Ottumwa, Iowa, writes: "This part of Iowa has no concrete roads and all the roads leading to our city are sand, clay and dirt. Recently, while at Eddyville, some fifteen or eighteen miles from Ottumwa, we had a very heavy downpour which made the roads almost impassable and gave me a chance to try out the four-wheel brakes under such conditions. For a great part of the way our brakes both front and rear were deep in mud and clay and it was just wonderful how the car pulled through and how the brakes acted under these conditions. At such times as it was necessary to break the speed of the car on hills the car was easily stopped without any indications of skidding."

Further praise for the new Buicks comes from Mr. G. H. Dickey, president of The Dickey Manufacturing Company, Toledo, Ohio.

"We find our 1924 Buick Four-Passenger Coupe to be everything that Buick claims for it, the four-wheel brakes being more than satisfactory as we have our car under complete control at all times. We find in wet weather that our car does not skid when other cars with two-wheel brakes do."

Mr. Frank Reily, district manager for The E. H. Walker Company, Toledo, Ohio, is another Buick enthusiast. He owns a 1924 Four-Passenger Coupe. He writes: "I believe my car rides as well as anything on four wheels, due to the control that four-wheel brakes give. I must say that the addition of four-wheel brakes is well worth at the very least $300 of any man's money. I would gladly pay this price now that I have seen the safety of driving a car so equipped. I will gladly tell anyone considering a new car that 'When Better Automobiles Are Built, Buick Will Build Them.'"

Mr. Edwin F. Farrar, president of the West Chicago Park Commissioners, is equally enthusiastic.

"Regarding the 1924 Seven-Passenger Sedan recently delivered to us we wish to say that so far we have given it a thorough test, both in the country and on the boulevards of Chicago," he writes. "The gasoline consumption is surprisingly light compared with some of the cars we have been using. The efficiency of the motor is really marvelous as to its wonderful pick-up from a low throttle in high gear, which shows that the motor has ample power for all occasions.

"Regarding the four-wheel brakes, I firmly believe that this is the greatest addition to any automobile since the days of the electric self-starter.

"We have had several occasions to test out these brakes in tight places and we cannot help but feel that they will save a great many lives throughout the country if they are standard equipment on all automobiles."

H. D. North was so enthusiastic about his new Buick, which he drove from Flint, that he sent the following telegram from Alexandria Bay, New York: "Arrived six thirty yesterday. Two hundred and fifty miles averaging seventeen miles to gallon. Motor perfect. Four-wheel brakes a delight. Entire party completely sold on them."

Another enthusiastic owner of a new McLaughlin-Buick, is Mr. J. A. Robinson, general manager of J. H. Robinson and Company, of Hamilton, Ontario, who is shown here with his Four-Passenger Coupe. He is delighted with the many new features of the car and particularly the Buick four-wheel brakes

Further indication of the popularity of the new Buicks comes from Mr. W. H. Deane, manager of Deane's Banjo Band, Cresco, Iowa.

He writes: "Since driving my new 1924 Buick Seven-Passenger Touring for a few hundred miles I can truthfully say that it stands one hundred per cent above all other cars that I have ever driven.

"The four-wheel brakes are simply wonderful as we can drive at any speed and feel perfectly safe. Going through mud we can stop at any time, even on steep hills, without any sign of a skid."

Letters from scores of other Buick owners are filled with the same enthusiastic comment on the new Buicks and the Buick four-wheel brakes. They leave no doubt that Buick has made good with the motorist.

One of the first new Buicks to make the overland trip to the Northwest is shown here. Mr. O. L. Boose, and family, of Flint, Michigan, drove from Flint to Sunnyside, Washington, a trip of 2900 miles, in thirteen days

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

PUBLIC INTEREST, which was aroused to a high pitch by the introduction of the new Buick cars, has now crystalized into a public demand which is taxing the enormous resources of the Buick factory to the very limit. Both four and six-cylinder models have found such favor with the motoring public, and both incorporate so many new and valuable features of design and construction, that motorists in all sections of the country are buying the new cars with equal enthusiasm.

Under such circumstances, it is increasingly amusing to hear the comments of some manufacturers and their dealers with reference to these latest Buick cars. It is quite easy to understand the reasons for these uncomplimentary remarks, but it is not so easy to understand how these people could expect the public to believe them. Each "knock" contains its own antidote, because it instantly reveals the motive behind it. The shoe pinches.

TO "KNOCK" four-wheel brakes is to ask the motoring public to believe that two and two do not make four. A really polished knocker should be more respectful of the public. He should, in fact, refrain from calling attention to the lack of four-wheel brakes on his own car, because he thus emphasizes this ingenious feature of the Buick. His curiosity thus aroused, the motorist makes it his business to ride in the Buick and try these brakes for himself, after which he examines their simple mechanism. He finds that they are four in number, that they all work in harmony, that they are all the same type of external contracting brakes to which he has been accustomed and that because of their single adjustment (at the band) there is nothing to get out of order.

He further finds that he has a control over deceleration such as he never expected to have in a motor car; for just as two heads are better than one, two sets of two-wheel brakes operate with greater ease, greater smoothness and greater positiveness when quick action is needed. And they give the Buick car a surefootedness on slippery pavements that is without equal.

There are other features of the Buick car which the same manufacturers and dealers are advertising in the same manner, but the four-wheel brakes came as such a surprise that they naturally receive the most attention. This is easy to understand, because at a time when the efforts of the industry were largely confined to means of making the motor car go forward with greater speed and greater acceleration, here was Buick quietly working out a method of insuring greater safety and ease in bringing the car to a stop.

IT IS things such as these that have made Buick the public favorite, for while the Buick Motor Company does not always have so marked an improvement as the four-wheel brakes to offer the public each season, it yet develops its car in such a manner as to anticipate the performance of that car in the hands of owners. So Buick cars this year will get away from a mark faster than any previous Buick cars could do, because of the improvements in their mechanism; they will attain a greater maximum speed than ever before. Therefore, it is logical to have a better braking system than any car has ever had before, and Buick has it

Other makers and dealers will not admit this, nor can we blame them. They have their own cars to sell. But the public knows it, and that is enough for Buick. When you stop to think that the only thing that stands in the way of progress in the development of the airplane today is the factor of safety—the inability to stop when and where you wish—it is easy to understand the public attitude and the public sense. The motorist's need today is for more complete control of his car, in crowded traffic, on country roads and on treacherous turns and grades. Buick supplies that need.

THE answer is in the car itself. The motorist's feeling is that he should be posted on any advancements that are made. He will try them for himself. If he finds them satisfactory, he will buy them; if not, there is no harm done.

This line of reasoning has been a boon to Buick. It has induced motorists to investigate other cars than the Buick, as well as the Buick itself. The result has been that for twenty years there has been a steady development in Buick engineering and a steady growth in Buick sales.

There has been no lagging in the Buick engineering department and no failure in keeping in touch with the needs of motoring service. Right now, at the height of its career, Buick has introduced a score of notable new features and thrice that many minor improvements, which take in everything from the engine to the design and finish of its fourteen beautiful bodies.

Never has the Buick car been so good an investment as it is today, because it is more capable, more comfortable and more safe than ever. And for that very reason it is attacked by other interests whch have been less successful in giving the public what it wants. The motorist well knows that if he wants the finest type of Valve-in-Head motor, he will find it in the Buick. He knows that if he wants a wide range of selection in body types, Buick supplies it. He knows, too, the beauty and comfort of these excellent cars, and the reliability that has been a Buick asset for twenty years. And he knows that Buick service is without an equal.

WELL on its way toward the two-million mark in production, Buick is firmly entrenched as the Standard of Comparison, in performance, in beauty, in comfort and in safety. This position is one that has been given to Buick by the public by the sincere tribute of buying Buick cars in preference to other makes. It is a hard-earned position and one which is so precious that Buick would never consider any action which would endanger it.

Motorists, after twenty years, know that this is true. They know that when Buick introduces an improvement it is a tried and proven one, with a definite need for its inspiration and with an application that is fine because it is practical. Any effort on the part of less successful interests to detract from such a reputation is a burlesque which the public views with a sense of humor. Like all publicity which does not have truth as its basis, it has the opposite effect from the one for which it is designed. In this case, it is calling attention to Buick's strongest selling points and is no doubt playing its part in the tremendous sale of Buick Valve-in-Head motor cars in every section of the country today.

# Buick Dependability Makes Tours Enjoyable

MOTOR tours are most enjoyable when they are made in a thoroughly reliable car. There are so many new conditions to be met, so many unexpected incidents and such a continuous demand on a car's performing ability, that absolute dependability is needed if a tourist is to drive with confidence and pleasure.

Unexpected turns on highways with which the tourist is not familiar may demand a quick stop. Steep hills or poor roads may require plenty of reserve power, and many other things may make unusual demands on the car.

Buick is favored by tourists because it gives the same type of dependable service on the transcontinental tour as in everyday use on city streets. It has the reserve power for difficult traveling; it is built for comfort under all conditions and it is so sturdily constructed that the tourist can plan the longest trips with the assurance that they will be carried through without trouble.

Another thing that makes Buick tours free from care is nation-wide Buick Authorized Service. No matter where the tourist may travel he is seldom far from a Buick Authorized Service Station, and if his car needs attention he is assured of the same prompt and skilful work that he would get in his home town.

Hundreds of Buick owners have been so pleased with the performance of their Buicks on long tours that they have written to Buick about their experiences.

Mr. Charles Feller, president of Charles Feller, Incorporated, Marshfield, Oregon, is one of these.

"I recently returned from a 9000-mile trip made in a 1923 Buick Touring Sedan," he writes. "The tour took me from Marshfield, through California, along the coast route, the Imperial Valley and over the sand to Yuma, Arizona, then to Phoenix, via Gila Bend and the Gillespie Dam and on through Mesa, Tempe, Florence, Tombstone, Bisbee and Douglas as far east as El Paso, Texas, touching at Lordsburg and Deming, New Mexico, on the way. On leaving El Paso for home again I went up to Globe and Miami and over the Apache Trail and the Roosevelt Dam. The desert on the way west again was crossed by route of Salome, Parker, Needles, Barstow, San Bernardino and again into Los Angeles, and the return journey north was made along the interior highway through Bakersfield, Fresno and Stockton, arriving in Portland after a lapse of fifty days since starting out from Marshfield.

"As the trip was one combining business with pleasure, I called at almost all towns in California and Arizona that could be reached by car and traveled very extensively at night in order to arrive in a new town ready for business in the morning.

"It affords me great pleasure in testifying to the very excellent service I have had from my car. Although some of the roads were very bad indeed and the going was heart-breaking, I was never delayed at any time with more than a minor repair job. As long as you make cars as good as the one I now own, I shall always drive a Buick."

THIS Buick was driven on a 9000-mile trip from Marshfield, Oregon, to El Paso, Texas, by Mr. Charles Feller, president of Charles Feller, Inc., of Marshfield, Oregon. "As long as you make cars as good as the one I now own, I shall always drive a Buick," he writes

The story of a pleasant trip to Kentucky in a Buick is related by Mr. R. A. Stillwell, of Big Rapids, Michigan, the owner of a 1923 Five-Passenger Buick Touring Sedan.

"It was indeed a pleasant trip and the car aided much in its enjoyment," he writes. "The trip was made by a party of four, covered a total distance of 1628 miles, and took ten days. The total cost for gasoline was $22.27.

"On the entire trip we found good roads, with the exception of snow from Big Rapids to Grand Rapids and a poor stretch from Paw Paw to Decatur. On climbing hills the Buick was right there and no trouble was experienced at all. While on the trip we visited the Mammoth Cave in Kentucky, the capitol buildings of the States of Indiana and Ohio; Lincoln's birthplace, and the noted church at Hardston, Kentucky."

A fifteen-day tour is described by Mr. G. E. Bilbro, proprietor of the Wall Street Drug Company, Alabama City, Alabama.

"There were four in our party," he writes, "Mr. and Mrs. Fitts, my wife and myself. We started from Alabama City and went by way of Atlanta, Georgia, to Greenville, South Carolina, then through North Carolina, Virginia and into Washington, District of Columbia. We stayed in Washington three days and then went to Baltimore, Philadelphia, Atlantic City and New York. From there we went to Buffalo and Niagara Falls, then back through Erie, Pennsylvania, covering a distance of 2900 miles with 187 gallons of gasoline, in fifteen days. We did not use the car at all several days.

"Our best time was made from Angora, New York, to Erie, Pennsylvania, a distance of 72 miles, in two hours. Our best day's drive was 351 miles in twelve hours."

From old Mexico to Canada in a Buick Touring afforded a pleasant trip for Dr. J. C. Metcalf, dental surgeon, of Osawatomie, Kansas.

"My Buick was driven more than 8000 miles on a tour from Old Mexico to Canada, through deserts, over mountains and under the most trying conditions," he writes.

"Never had our party of four enjoyed so wonderful an outing made possible by the never-failing Buick. There was neither loss of time from car trouble nor one dime expense. With this being one's experience what other car would a person wish for within Buick's price?"

"Accompanied by a friend, I made the trip from Hollywood, California, to Chicago, in my Buick Roadster," writes Mr. M. L. Maack, of Chicago. "Just to show you what a good car the aforementioned Buick is, I am enclosing a few details of the trip.

"We traveled the whole way over the Santa Fe Trail and the total time consumed was nine days. We covered a distance of 2667 miles in that time. Our total gas, oil and repair bill was $29.69. We camped out all but two nights, and just to show you how cheaply the cross-

TOURING to Kentucky proved a pleasant experience in this Buick Touring Sedan, owned by Mr. R. A. Stillwell, of Big Rapids, Michigan

DRIVEN on a tour of 2900 miles without the slightest trouble is the record of this Buick owned by Mr. G. E. Bilbro, proprietor of the Wall Street Drug Company, Alabama City, Alabama

country trip can be made in a Buick, our total expenses amounted to less than $50 each."

Major Schuyler C. Graves, of Grand Rapids, Michigan, describes an interesting tour that he and Mrs. Graves made from Grand Rapids to San Diego.

"We cast aside the thought of camping and stopped at hotels each night," he writes. "Warm hospitality as well as the more material warm water and rooms added not a little to our enjoyment.

"At Des Moines we met rain and tarried there for a time and then went on to Dunlap over the Lincoln Highway. Part of the road was good but much of it was black, slippery mud. However our Buick never stalled and the regular hum of the motor was a very hopeful strain of music in our ears."

Another delightful stage of the trip began at Lamar, Colorado. "We passed through Garden City, Kansas, on our way to Lamar, and I mention it especially because of the delight we experienced in rolling over seven miles of smooth concrete highway before entering the city and seven miles of the same construction on the other side," he continues.

"After a night at Lamar we went on through Lajunta and Trinidad, Colorado over the celebrated Raton Pass into the beautiful city of Raton, New Mexico.

"This pass, quite steep on its southern side, is magnificently paved. From Raton to Las Vegas, New Mexico, our Buick carried us over desert land. From Las Vegas we passed through Santa Fe, one of the oldest cities of the United States, where the old cathedral, the Plaza, the old governor's house, now a museum, and the golden-domed capitol building of New Mexico, were all intensely interesting."

Other interesting parts of the trip were the petrified forest south of Holbrook, Arizona, and the beautiful scenery of the Continental Divide. The total cost of the trip was very small.

"The motor acted faultlessly," Major Graves writes. "Its regular and reliable hum was a veritable joy to us and we learned to depend upon it and trust it utterly. We love our car. We know what it can do by what it has done and are willing to stack it up against any car of its class in the world."

Another interesting experience with Buick is related by Mr. Frank Newhart, Olympia, Washington.

"I have a 1912 Buick Roadster," he writes. "It has had ten years of continual use. Recently I left Indianapolis, Indiana, for Olympia, Washington, taking all the worthwhile side-trips, and traveling more than 4000 miles. I was never towed, pushed, or 'hung up' on the trip, never failed to climb hills with ease, came through gumbo in South Dakota when the ruts caused the differential to plow a trail in the middle of the road. Over the steepest grades and deepest mud this car towed the half-ton truck of a traveling companion with the greatest ease.

TRAVELING from Hollywood, California, to Chicago, in nine days, this Buick made possible a delightful and inexpensive tour for its owner, Mr. M. L. Maack, of Chicago

THIS Buick was driven from Grand Rapids, Michigan, to San Diego, California It is owned by Major and Mrs. Schuyler C. Graves, of Grand Rapids

FROM old Mexico to Canada, through deserts and mountains, this Buick traveled with the same ease and reliability. The tour was made by Mr. John C. Metcalf, dental surgeon, of Osawatomie, Kansas

"The Continental Divide and Camel's Hump near Superior, Montana, were climbed without a pause. The extremely severe grade just before reaching the Montana-Idaho line was the real test since only the better cars attempt it without being towed. The Buick went up this grade with power to spare, still towing the truck."

The story of a Buick that has traveled more than 170,000 miles, and is still in very active service, is told by Mr. Peter Reut, New York City, the owner. The Buick, a Model D-45, was purchased in New York City and has been in continuous service for eight years. During that time it has traveled in every section of the country, over all kinds of roads, and in some instances it has blazed a trail of its own.

A big box in the tonneau carries Mr. Reut's stock in trade. His work is advertising Major Cement, made by the Major Manufacturing Company, New York City, and he depends entirely on his Buick for transportation.

Mr. Reut in his journeys over the country has traveled roads that would be marked "impassable" in any tourist guide. He made a trip from Charleston, South Carolina, to Savannah, Georgia, along the coast trail, which carried him through swamp, sand and water. The Buick came through without the slightest difficulty.

"It is such performances as these, often repeated, that have won my admiration and respect for the Buick," Mr. Reut says.

A similar experience with Buick is related by Mr. C. E. Hayward, of Whitehall, Michigan. "It may interest you to know that I have driven a Buick K-49 more than 50,000 miles," he writes.

"I have traveled six times over the Michigan-Florida route, in all kinds of weather and over practically impassable roads, visiting nearly every town of any size in Florida. I have never had a single adjustment made on the motor."

Mr. Hayward was so pleased with the performance of his car that he later purchased a Buick Seven-Passenger Sedan.

Mr. Gustave Sanders, of Doylestown, Pennsylvania, is now driving his second Buick. His first car gave him such satisfaction that he decided that only a Buick could replace it and he now declares that he cannot praise his new Buick too highly.

"I have driven the new Buick about 25,000 miles," he writes, "and it performs at present as well as if it had just come from the factory. The last trip I made was more than 900 miles and all the expense was five cents for a nut on the rear license plate."

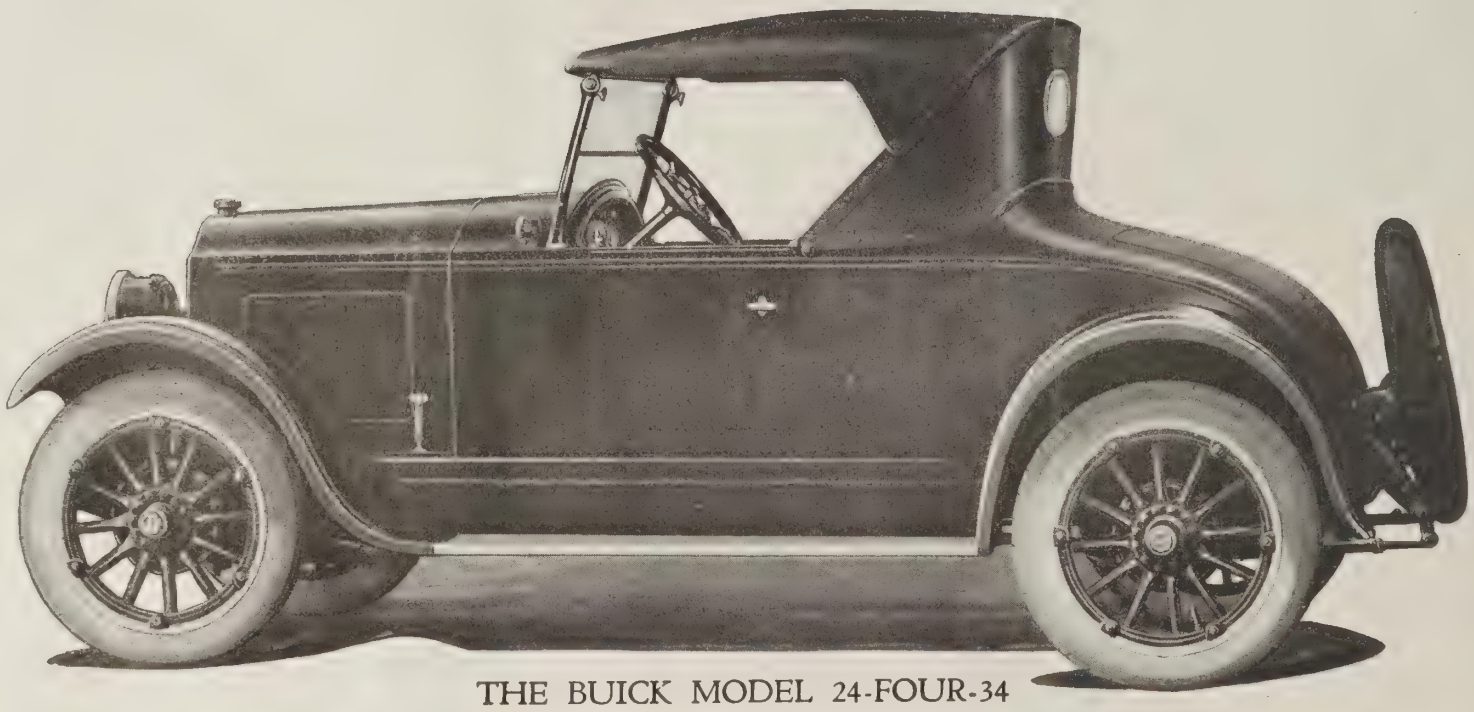
Only limited space prevents the publication of scores more such letters from Buick owners

VALVE-IN-HEAD Buick MOTOR CARS

# Two New Buick Models for 1924 that S

BUICK Fours hold the same e
held by Buick Sixes in their fie
handsome in appearance. Scor
outstanding values.

Like all the new Buicks for
brakes as part of their standard



THE BUICK MODEL 24-FOUR-34

*Two-Passenger Roadster Price $935, at factory*

SPEED, comfort and graceful lines are all well represented in this four-cylinder 1924 Buick Two-Passenger Roadster. The new design radiator efficiently cools the powerful Buick Valve-in-Head motor and combines with the new rear deck to give the car a fleet appearance.

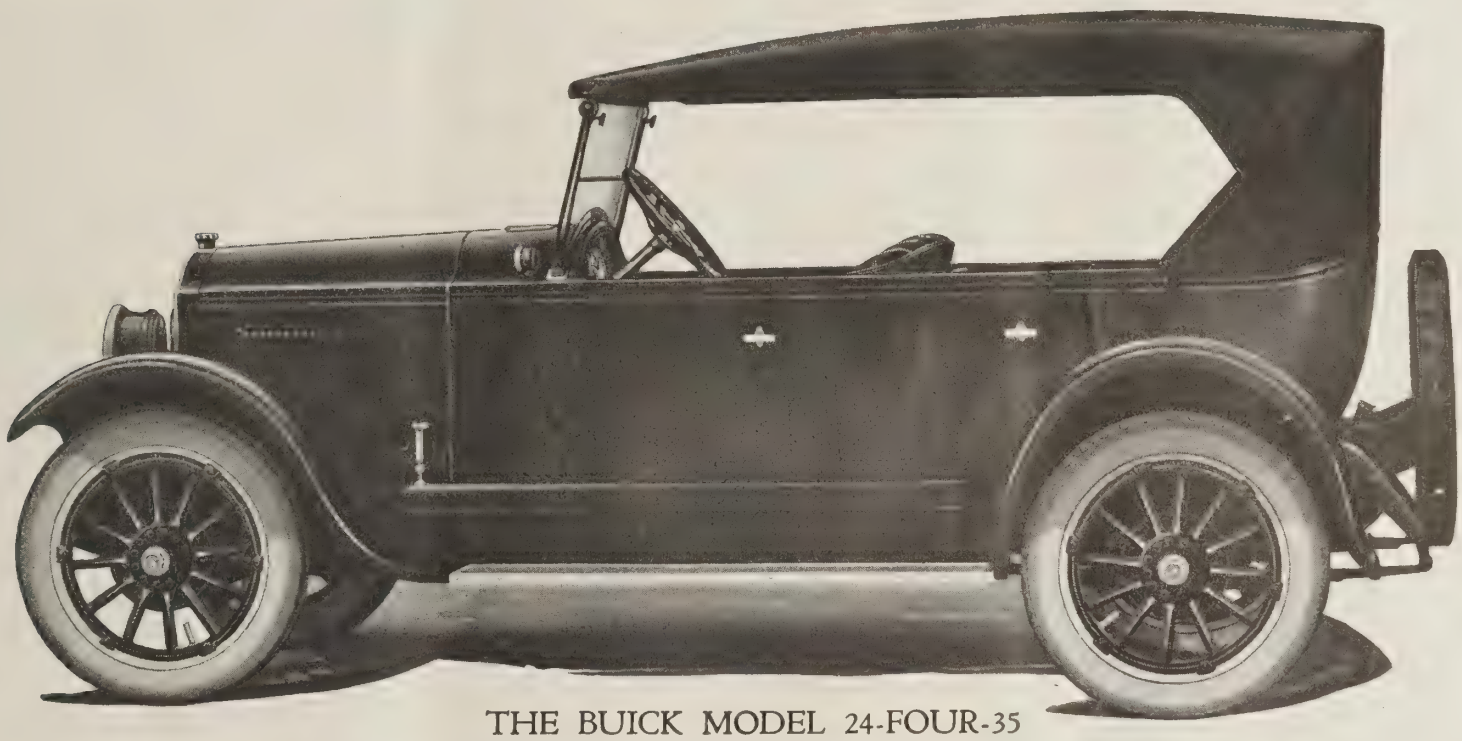
Comfort is assured by the low-tilted seat with its specially designed springs and upholstery. The snug fitting side curtains, with fasteners flush with the body, provide complete protection for fall and winter driving. Additional protection is given by a covered metal strip on the top of the windshield.

The Buick four-wheel brakes operate with the slightest pressure and assure the highest degree of safety.

# a Standard of Comparison in their Field

le position in their field as is
They are sturdy, reliable, and
f new features mark them as

, they have Buick four-wheel
pment.



THE BUICK MODEL 24-FOUR-35

*Five-Passenger Touring Price $965, at factory*

BEAUTY and roominess are found in this 1924 Buick four-cylinder model. Its snug fitting side curtains, held by fasteners that are flush with the body, the new windshield, and the new ventilator, controlled by a simple push lever, are other features that make it a most desirable car for year-around driving.

There is comfort in the low, wide seats, with their specially built springs and deep upholstery, and there is beauty in such details as the aluminum binding on the running boards; nickel front rims on the headlamps and side lamps; and the side aprons of new design with single beading.

It is, of course, equipped with Buick four-wheel brakes as part of its standard equipment.

# Owner and Dealer Gain by Buick Prestige

BUICK'S nation-wide dealer and service organization is a frequent subject of comment in the motor field. And there is one thought that always arises in the mind of anyone who considers this widespread organization for a moment.

There must be some fundamental reasons why the Buick selling organization is composed of so many men who have been Buick dealers for years.

Why is it that these men are satisfied with the Buick contract year after year, and why are so many other dealers anxious to make a contract to sell Buick cars?

It is because Buick, for more than twenty years, has fulfilled to the limit its obligation of fair dealing with the motoring public and with the dealer. Buick fair dealing applies to every phase of the motor industry. It means the manufacture of a car that will give one hundred per cent service to its owner and it means a constant effort to serve the owner—through Buick Authorized Service; through painstaking research in order that still better cars may be built; and in many other ways.

The public as well as the dealer has been quick to recognize this policy and the constancy with which Buick has held its leading place in the motor car field year after year has given Buick most enviable prestige.

Now Buick prestige and reputation is of immense value to the dealer. It means that there is ahead of him a large proportion of sales that will be made independently of his efforts. Buick has so thoroughly proved its dependability and its value that in every community in the country the Buick sells with the smallest amount of sales effort.

In fact, every Buick dealer is sure of a certain percentage of sales without any preceding sales effort or expense. There will be some of his customers who will buy Buicks without the slightest solicitation from him. Conditions such as this naturally lower the dealer's operating expense and increase his profits. That is one reason why Buick dealers renew their selling contracts year after year.

The Buick dealer and the motoring public know that Buick prestige is based on a firm foundation. They recognize the fact that during a period of twenty years Buick has developed a manufacturing plant that is second to none in size and efficiency. They know that it is a manufacturing plant that has developed on the principle of progressive manufacture, with the thought constantly in mind of reducing overhead to a minimum. They know, too, that during this time there has been developed a manufacturing organization consisting of superintendents, foremen and workmen, a large number of whom have spent years in building Buick Valve-in-Head motor cars correctly and efficiently.

It is also generally recognized that Buick has concentrated on one principle of motor car construction, that time has proved to be the correct principle.

Not only is this true in connection with the Buick Valve-in-Head motor but it is true of the Buick clutch; Buick front and rear axles; the Buick frame; and the Buick brakes. At the same time Buick has constantly endeavored to produce a body design that every motorist would be proud to own, thus crowning the mechanical excellence of the Buick product with a body of beautiful design. They have built these bodies in various types, thus affording every motorist an opportunity of purchasing the Buick product with that type of body which best suits his needs. Buick's constant aim is to build for the general public that type of car which will render one hundred per cent efficient service from both the mechanical standpoint and that of the body type. That is another outstanding reason for Buick success.

And that this policy has been a success is evidenced by the way in which the demand for the Buick car increases from week to week and from year to year. Increased demand of course means more sales and it is sales that make selling privileges valuable.

Buicks sell so readily that they are attractive to dealers. There is such an insistent demand for Buick motor cars that Buick dealers have their allotments sold, nine times in ten, as quickly as the huge manufacturing organization is able to make deliveries.

Buick dealers continue to be Buick dealers year after year because from experience they know that Buick has one policy and one policy only in connection with the sales and merchandising of its product.

Buick has one price for all and an allowance for used cars that is based on their market value, regardless of the type of body that the purchaser has selected.

Fair dealing and fair dealing only can bring success and this is fully realized by both the Buick Motor Company and the Buick dealer organization. The Buick dealer knows full well that once he has sold a Buick, that the owner invariably continues to be a Buick driver because of the fact that the car not only renders him full and complete service but because the wonderful Buick Authorized Service organization—stretching from coast to coast, in every town and hamlet—is his insurance of the uninterrupted use of his investment in personal transportation.

There is another feature in connection with Buick that is of immense advantage to the Buick dealer. Buick is part of the great General Motors Corporation. Among other things that means that Buick dealers can purchase and sell cars with the aid of the General Motors Acceptance Corporation. The dealer is thus assured of adequate financing for his business and at lower rates than he would be able to get from other financing companies.

In every line of industry there is a recognized leader and in the automobile industry Buick is recognized as a leader in its price class. Full and complete evidence of this fact is evidenced by Buick's having been awarded first choice of space at the National Automobile Shows for the last five years, an award based on the volume of business done by the company.

One thing and one thing only has placed Buick in this enviable position. That is concentration on one policy of manufacture, sales and service. And as it is Buick's intention to adhere strictly to these sound principles that have been so successful in the past, the entire Buick organization has no fears of losing the respect, admiration and the high position it has attained throughout the entire world.

No one recognizes these facts more fully than the Buick dealer. The very fact that Buick has attained such a position is one of the principal reasons why Buick dealers everywhere have been able to develop their business to such a great extent and to become prominent factors in their community.

Their success would not be possible without the backing furnished by such a car as the Buick and such a manufacturing organization as the Buick Motor Company. For the accomplishments of any automobile dealer are only limited by two things—the automobile that he is selling and the company behind that automobile. For that reason the best automobile possible is the only one good enough for a progressive dealer and he also finds it necessary to have the backing of the strongest and most stable company with which he can form a connection.

The selection of the right car to handle is the most important decision the dealer has to make. That he makes no mistake when he decides on Buick is evidenced by the fact that so many Buick dealers have retained their Buick franchise for such a great length of time when they have had ample opportunity to make other connections.

They appreciate the value of Buick reputation and the need for having their own names linked closely with a car that is known everywhere for its dependable qualities. Such a connection is a direct asset to them because almost every motorist is familiar with Buick if he does not actually own one.

Many of these motorists intend to become Buick owners and when they purchase their car it is certain that they will seek out the dealer who has prominently identified his name with that of Buick.

Realizing this, Buick dealers everywhere hold firmly to their franchise. Each year adds new value to them and the dealers are building soundly for the future by linking their names as closely as possible with that of Buick.

## What a Dealer Thinks of Buick's Franchise

THE attitude of the Buick dealer toward Buick and its product is clearly evident in the following letter from Mr. J. O. Huffman, president of the Huffman Buick Company, Incorporated, Kewanee and Galva, Illinois.

"The 1924 Buicks, which we have received, have certainly been given the most enthusiastic reception ever accorded any line of automobiles ever shown in this city.

"Buick is undoubtedly a year ahead of any other line and to say that our organization is widely enthusiastic is putting it mildly. We have already taken more orders than we will be able to fill for some time. It is a certainty that no one can question the fact that the Buick franchise is the most valuable in the automobile industry. Please accept our heartiest congratulations on this wonderful line."

EVERY one of the new Buicks for 1924 — both Fours and Sixes — is equipped with Buick four-wheel brakes as part of standard equipment. Thousands of owners have already put them to the test in actual service and Buick four-wheel brakes have been proved to be thoroughly reliable and efficient.

THIS fine sales and service building recently opened in Buffalo by Klepfer Brothers indicates how steadily the Buick dealer keeps pace with the development of the Buick car. The front of the building and the service entrance are shown at the left. The new Buicks for 1924 are displayed to good advantage in this large salesroom

# New Klepfer Building is Typically Buick

THE Buick organization never stands still. Although the Buick represents the highest development in motor car building, Buick engineers are nevertheless constantly seeking ways and means to make it still better.

This is equally true of Buick Authorized Service and the Buick dealer organization. Buick Authorized Service Stations are among the finest in the country but Buick dealers are determined to have still better buildings in order to keep pace with the Buick car.

Klepfer Brothers of Buffalo, New York, are typical of the Buick dealers who are keeping pace with the new Buicks for 1924. Their new sales and service building, recently opened, embodies all those features that have made the Buick Authorized Service sign known throughout the country as the Symbol of Satisfaction.

The new Klepfer Building, which is devoted entirely to Buick sales and service, is located at 1575-1585 Main Street in Buffalo. It is 307 feet deep and 125 feet wide and is constructed of brick and steel. There are two service entrances on the Michigan Avenue front and one on Main Street. The building is lighted on all sides from streets and courts. There are no elevators. Cars are moved from one floor to another by means of a novel ramp system.

Service requirements of Buick owners have been anticipated in every way and the building is fully equipped for prompt and efficient service for Buick owners. The service department is quickly accessible because of the three entrances. All work is done in daylight, in roomy shops, manned by the most skilful employes and equipped with the most modern tools and machinery.

BUICK four-wheel brakes are part of the standard equipment on all the new Buicks for 1924—both Fours and Sixes. The brakes used on the front wheels are a development of the external contracting brakes that have proved so successful on Buicks for many years. They operate simply and effectively and greatly increase safety in motoring.

Half of the staff of forty skilled mechanics have been employed by Klepfer Brothers more than eight years and all are imbued with the Buick spirit of service.

Buffalo residents had an excellent opportunity to see the new Buicks for 1924 during the opening of the Klepfer Building. The hundreds who attended the opening were greatly impressed. The new Buicks attracted wide attention. Their new lines and scores of new features, such as the Buick four-wheel brakes, with which all models—both Fours and Sixes—are equipped, brought forth highly enthusiastic comments.

Inspection of the Klepfer Building gave still further evidence of the completeness of the Buick organization and the service facilities available to Buick owners.

The large salesroom with its handsome furnishings afforded an ideal setting for the new Buicks. The roomy shops and complete service equipment were other sources of interest for the visitors.

Such buildings as the Klepfer one are typical in the Buick organization. That is why Buick Authorized Service means so much to the Buick owner. He knows that no matter where he is located, or no matter where his Buick may carry him, there is always prompt and efficient service available for his car.

Buick Authorized Service is always up-to-date. The new Buicks for 1924 set a new Standard of Comparison in the motor car field but Buick dealers, such as Klepfer Brothers, were ready for it. Their salesrooms and service building, like those of other Buick dealers in all parts of the country, are fully in keeping with the new Buicks and therefore the Buick owner is assured of the double satisfaction that comes from a dependable, distinctive car, that is backed up by an efficient and country-wide service organization.

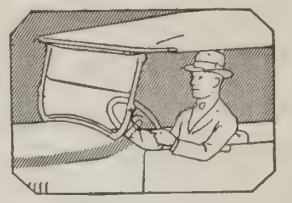
In all parts of the country Buick dealers are imbued with the Buick spirit. That is why Buick Authorized Service keeps pace with the Buick car.

HERE is a close-up view of the fireplace alcove in the Klepfer salesroom

THIS is a ramp driveway in the Klepfer Building which simplifies the moving of cars from one floor to another

THIS is the Michigan Street front and service driveway of the Klepfer Building

# KEEPING THE CAR IN TRIM



Suggestions for the Care and Adjustment of Buick Cars

## Insurance Cost Reduced

THE following letter has been sent to all Buick dealers by General Sales Manager E. T. Strong. It will be of wide interest to Buick owners as well.

"Buick dealers will be pleased to learn that the General Exchange Corporation has secured from its insurance carrier an agreement providing for ten per cent (10%) reduction on collision insurance to any dealer forwarding applications on the deferred payment plan, or ten per cent (10%) on collision and five per cent (5%) on property damage to any purchasers who may forward applications directly to the General Exchange Corporation.

"This arrangement was possible by reason of the broad vision of the insurance company executives, who agreed that exposure to collision and property damage losses is greatly minimized by the application of factory built Buick four-wheel brakes.

"The Branch Office of the General Exchange Corporation located in your district will be pleased to make such reductions in premium charges on all applications which you submit for insurance on cars sold by you on the deferred payment plan. Your cash purchasers will receive the same consideration should they apply directly to the nearest office of the General Exchange Corporation."

For your information, we are listing the branches of the General Exchange Corporation with their addresses, and respectfully refer you to them for any further information:

Atlanta Branch, Hurt Building.
Pittsburgh Branch, Baum Boulevard and Beatty Street.
Boston Branch, 528 Commonwealth Avenue.
New York Branch, 224 West 57th Street.
Detroit Branch, General Motors Building.
Chicago Branch, 111 West Washington Street.
St. Louis Branch, 3636 Olive Street.
Minneapolis Branch, Lincoln Bank Building.
Kansas City Branch, Railway Exchange Building.
Portland Branch, Northwestern Bank Building.
Toronto Branch, Federal Building.
San Francisco Branch, 311 California Street.

### Has Owned Five Buicks

"BUICK cars are the best ever," writes Mr. Lewis H. Smith, chairman of the board of directors, Kossuth County State Bank, Algona, Iowa. "I have owned five, commencing with a four-cylinder five-passenger model. I now own a Seven-Passenger Sedan. All the cars that I owned are still running and were sold by me for no fault, but in each case in order that I might get a higher priced Buick. I am entirely satisfied with my experience with your cars and expect if I ever change again to get another Buick."

### Needs No New Parts

"ALLOW me to add my testimony to the volume that follows in the wake of Buick everywhere," writes Mr. C. W. Sample, president of the State Bank of Kingman, Kingman, Kansas. "I have run a Six more than five years and all of 35,000 miles, and not a new piece has ever been put on the car. I have had all kinds of trouble with other makes in breaking springs but not with the Buick. It runs as nice today as it did five years ago."

### Finds Buicks Are Best

"I HAVE driven my Buick 10,000 miles without a particle of trouble and have just returned from a 2000-mile trip to Florida," writes Mr. J. F. Patterson, from Bennettsville, South Carolina. "I am in the taxi business and I have used four other makes of cars, and I can say that the Buick all the way round is the best car for service I have ever used."

### No Mishaps With Buick

"IT amuses me to read in the Buick Bulletin of so many quoting, 'on my trip I did not have a mishap or trouble of any kind,'" writes Mr. S. T. Lyke, of Arcade, New York, who is now driving a 23-Six-41 Buick. "People do not have mishaps or trouble with the Buick."

### Expense is Very Small

"THIS is the fourth year I have driven my 1920 Model Buick," writes Mr. Grey McCord, Noblesville, Indiana. "My expense has been very small. I get good mileage on gas and the oil is a very small matter. I recently made a trip of 1800 miles in Wisconsin without one minute's trouble."

### Better Pleased Every Day

MR. W. I. Stone, Coffeeville, Mississippi, writes: "This is my second Buick as I have driven nothing else in the last four years and am glad to say I am better pleased every day and am convinced that there is no car in its class for anything like the money."

### Buick Assures Riding Comfort

"MY father is an invalid and in the past has only been able to be comfortable in the front seat of most cars but since we have had our Buick Five-Passenger Touring he rides most of the time in the back seat and finds it more comfortable there," writes Mr. James Hall, Jr., of Cornfield Harbor, Maryland.

"I consider the Buick the best car on the market for the money and I feel that I can judge a car because I have had experience with cars since 1912 and I have seen a good many makes come and go, but the Buick goes on just the same. My Buick is the fourth one that has been owned in the family and all of us are very much pleased with them and the service they have given."

### Buick Gives Faithful Service

"THE first good car we ever owned was the first Buick Six that came to Beloit," writes Mr. J. J. Corcoran, Beloit, Wisconsin. "We liked it so well that we decided that nothing could beat a Buick, but wanting a larger car we purchased a Buick Seven-Passenger Touring which we used until the first of this year. It is in perfect running order and looks almost as good as new, after five years of hard service.

"We wanted an inclosed car and after seeing the beautiful Buick Seven-Passenger Sedan we decided to get it. This car happened to be the first car sold in Beloit after Buick had passed the million mark. We surely are pleased with this car and don't believe there is a better one at any price."

### Commends Buick Service

"I AM a Buick owner and booster and my two sons are also Buick owners," writes Mr. Edward J. Kells, of Bristol, West Virginia. "I wish to commend the Buick Motor Company on the Buick Authorized Service Stations in all parts of the country. I have been treated fine by them, especially by the Clarksburg Automobile Company, Clarksburg, West Virginia."

### Pleased Beyond Words

"I RECENTLY purchased a Buick 23-Six-55 Sport Touring, and I wish to tell you of my great satisfaction with it," writes Mr. H. W. Eckardt, Oconto, Wisconsin. "I am pleased beyond words; its performance, its beauty, excellent workmanship and unquestioned dependability are memorials to the Buick creed. For my business calls, for social functions, and my week-end trips, I find that I not only drive 'The Standard of Comparison,' but 'indeed a companion.'"

### Very Little Expense

"MY Buick Six Model E-44," writes Mr. William Kauffman, Perry, Iowa, "has run 10,000 miles with very little expense for repairs. It has three of the original tires on it yet, so you know how easy the Buick is on tires. If I buy another car, Buick is mine."

### Seven Years Without Trouble

"I HAVE been driving Buick cars since 1916 and each car has given me more satisfaction in every way than the previous one. I first owned a 1916 five-passenger and then a 1920 five-passenger and I now have a 1923 five-passenger Six.

"I have never had the least trouble in any way and my car is always ready to go at a moment's notice." This from Mr. R. W. Anderson of the Southern Pacific Lines, Navasota, Texas.

### Hard Service—Long Mileage

BRYANT S. CROMER, Esq., Lawyer, Riverton, Wyo., says: "I am driving a 1918 model Buick which, I suppose, I have driven nearly a hundred thousand miles in this County and State. I wore out one speedometer and have 31,000 miles on this one.

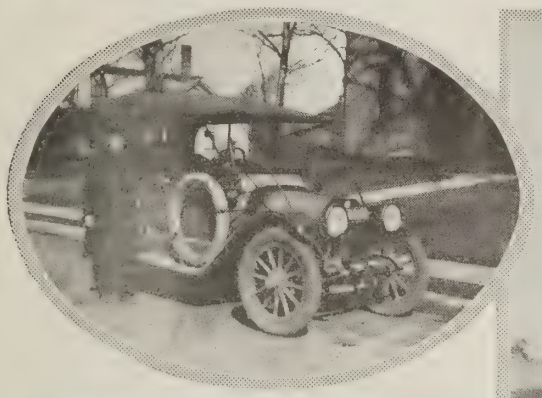
"Have just returned from a trip through Hoback Canyon and Yellowstone National Park via Southern Entrance, past the wonderful Teton Mountains (which are the grandest sight in America). We had four people with two complete camp outfits.

"This trip was not an exception to my Buick performance. My car has the reputation of always being ready for a trip and it has never had a tow-rope on it. The repairs have not been excessive. I think I'll have to have one of the new four-wheel brake models."

# Buick Serves the Motorist of Every Class

THERE is nothing that indicates more surely the sound value of Buick than the wide variety of motorists who use it. People who are able to purchase cars regardless of expense, choose the Buick because of its dependability and the genuine satisfaction that it gives. The motorist of moderate means also finds the Buick a sound investment. Women like the Buick because of its simplicity and ease of control. The wide variety of the Buick line makes it possible for the buyer to select a car exactly suited to his needs. That is why Buick is a favorite with the businessman, the farmer, the merchant, the banker, big corporations, and individual persons of every class. The Buick serves well and faithfully under the most varied conditions and therefore is the choice of every type of motorist.

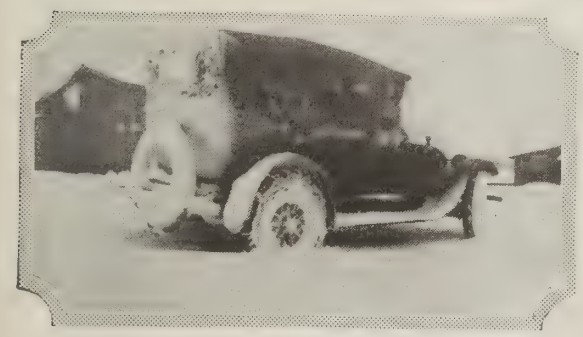
THIS Buick was purchased in 1911 by Mr. George J. Koehler, of Easton, Pennsylvania, and has been driven more than 100,000 miles. He plans to take it on another 400-mile tour. Mr. Koehler owned a two-cylinder Buick in 1908 and he now has a Model 23-Six-45 which he is going to drive to California, although he is 73 years old. He will keep the car shown in this picture as he finds it hard to part with a "faithful friend"



PURCHASED in 1912 by Mr. Charles Felton, of La Salle, Illinois, this Buick has been driven no less than 80,000 miles and has never required repainting

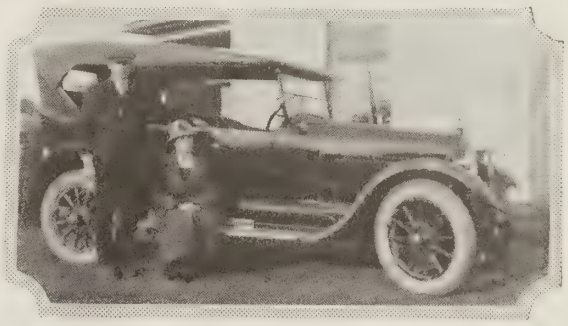
THIS picture shows Mrs. Samuel G. Cooper, of Seattle, Washington, with her Buick Coupe. She was so enthusiastic about the car that she sent the order for it to her home in Seattle while she was visiting in Los Angeles

FOR the businessman with a variety of interests Buick offers dependable and economical transportation. Mr. T. S. Griffith, of Spokane, Washington, began using Buicks in 1906. The car shown here is his twelfth Buick. Mr. Griffith is president of the Spokane Interstate Fair and proprietor of the Glen Tana Farm Dairy



BUICK not only meets the needs of all classes of people but it serves well in all climates and in all kinds of weather. The Buick shown here is owned by Mr. E. LaBrecque, of Alpena, Michigan. It has traveled nearly 40,000 miles with very slight expenditure

BUICK four-wheel brakes are part of the standard equipment on all the new Buicks for 1924—both Fours and Sixes.



THE bank official finds Buick an ideal car for general use. Mr. G. A. Barton, cashier of the Bluford, Illinois, State Bank, and Mrs. Barton are shown in this picture with their third Buick. They declare that each new Buick is a better one

THE big corporation finds the same merits in the Buick as the individual owner finds. These six Buicks are used by the Dunlop Tire and Rubber Corporation for their salesmen at their new Buffalo Branch. The Dunlop officials in the picture from left to right are: Mr. E. B. Germain, president; William Golden, Buffalo Branch manager; J. L. Collyer, general factory manager; E. H. Kidder, general sales manager; and D. G. Snodgrass, general manager of production of the British Dunlop plant. The salesmen are shown beside their cars

# Small Communities are Justly Proud of these

BUICK'S success was not attained by a few spectacular feats but by steady, consistent performance. Likewise Buick Authorized Service does not consist of a few well equipped service stations in the chief centers of the country. Buick Authorized Service is available to the motorist in the smallest communities as well as the largest city. Furthermore the same standards are preserved throughout so that no matter where the Buick owner may travel he is always sure that there is expert and efficient service immediately available in case of need. These facts are borne out by examination of Buick Authorized Service Stations in small communities.

Fine, substantial buildings, well equipped, give a true indication of the character of service that is afforded. All the Buick Authorized Service Stations shown here are located in towns of less than 15,000 population.

BUICK is represented at Farmington, Maine, by the Lewiston Buick Company, whose fine Authorized Service Station there is shown in this picture. The population of Farmington is 1650

MODERN and complete in every particular, this new building of the St. Augustine Buick Company, St. Augustine, Florida, is typical of Buick Authorized Service Stations. Mr. J. Leon Prior is manager of the company. The population there is 6192

THIS fine building is the Buick Sales and Service building in Purcellville, Virginia. The population there is 549

IN Chester, South Carolina, with a population of 5557, the sales and service building of Mr. A. H. Wherry, Jr., is the home of Buick Authorized Service. This fine building typifies the substantial character of Buick Authorized Service

ANOTHER typical Buick Authorized Service Station is located at Clinton, Oklahoma, population 2596. It is operated by the Massey Buick Company

THIS is the home of Buick sales and Buick Authorized Service at Ludington, Michigan. The well equipped building and the skilled corps of mechanics make possible quick and efficient service. The population at Ludington is 8810

SITUATED in the center of an isolated cattle and sheep grazing country, this garage, operated by Mr. and Mrs. F. Zim Baldwin, provides Buick Authorized Service in Lakeview, Oregon, where the population is 1139

# Up-to-date Buick Authorized Service Stations

At Boyne City, Michigan, population 4284, Buick Authorized Service is available at this splendid sales and service station operated by Heaton and Hooper

In Waterville, Maine, the motorist will find another typical Buick Authorized Service Station, operated by the Lewiston Buick Company. The population of Waterville is 13,351

All the new Buicks for 1924 —both Fours and Sixes— are equipped with Buick four-wheel brakes as part of their standard equipment.

In the Panhandle of Texas, far from the big cities, Buick is represented by the Forbes Garage, of Perryton, Texas. Typical Buick Authorized Service is always available in this town of 2000 population

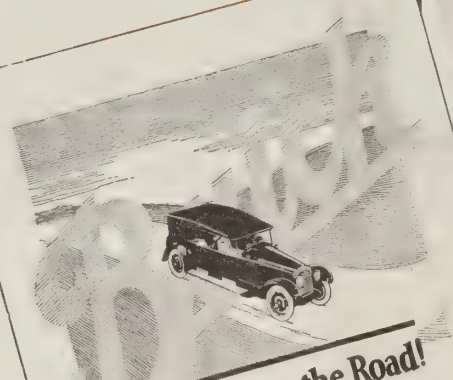
The C. T. Nelson Motor Company, of Windom, Minnesota, operates this Buick Authorized Service Station. The Buicks shown in the picture were sold to the Thompson Land Company. Windom has a population of 2123

The Buick Sales and Service Station at Opelika, Alabama, is operated by Mr. C. M. Canon. The building is representative of Buick Authorized Service Stations everywhere. The population of Opelika is 4960

Buick Authorized Service is given by The Johnson Buick Company in Washington C. H., Ohio, a community with 7962 population

The sales and service building of the Guy Harris Buick Company, Ardmore, Oklahoma, is representative of Buick Authorized Service Stations throughout the country. Ardmore has a population of 14,181

This fireproof building is the home of Buick Authorized Service in Bessemer, Michigan, where the population is 5482. It is operated by Graham and Pecard. It is situated on the Cloverland and Roosevelt Trails



## More Grip on the Road!

### *Buick Four-wheel Brakes*

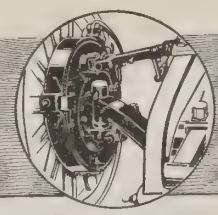
Buick four-wheel brakes give all 1924 Buick cars twice the amount of grip on the road, thereby doubling their braking efficiency. It is the friction or grip of the tire on the road surface that brakes or slows down the car.

Buick four-wheel brakes not only provide a greater power to stop in case of emergency but, because of this four-wheel road grip, reduce skidding dangers to a minimum.

In turning, Buick four-wheel brake construction automatically releases whichever is the outside or guiding front wheel so it is instantly responsive to the steering mechanism.

Buick four-wheel brake construction distributes braking friction over four drums and four wheels. This reduces wear on brake linings and tires, thereby assuring their longer life and greater efficiency with fewer adjustments.

Buick four-wheel brakes [on all models] together with countless other distinctive features of the 1924 cars further establish Buick as the Standard of Comparison.



## Last Longer-Less Adjustment

### *Buick Four-Wheel Brakes*

Buick four-wheel brakes not only double the braking efficiency of the new 1924 Buicks by doubling the braking surface, but for the same reason lessen the wear on each brake mechanism in proportion. Buick four-wheel brakes last longer. They require less adjustment and the linings do not wear down as quickly.

Simple in construction and positive in action, Buick four-wheel brakes give added safety under all circumstances. They are of the Buick external contracting type and each brake has a three-quarter wrap or grip instead of the usual half-way grip.

Buick four-wheel brakes are operated with a slight pressure on the service brake pedal. They act quickly, smoothly and easily.

All 1924 Buicks (both fours and sixes) have these new four-wheel brakes. In addition, the 1924 Buicks embody further advancements in power, in construction and in beauty that make Buick more than ever "the Standard of Comparison".

## Reduce the Skidding Danger!

### *Buick Four-wheel Brakes*

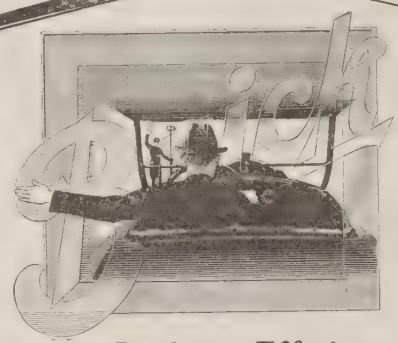
BUICK four-wheel brakes reduce to a minimum the skidding danger every driver encounters on wet pavements.

The action of the simple yet positive Buick brakes not only slows down the car safely but keeps it steady, preventing skidding to either side.

Buick four-wheel brakes operate with slight pressure on the service brake pedal, are of the Buick-proved external contracting type and function independently of the emergency brake.

Buick has taken this advanced step of designing four-wheel brakes on its 1924 cars in conformance with its well-known policy of providing owners with the safest and most dependable transportation.

We will be pleased to give you a demonstration and let you prove the effectiveness of Buick four-wheel brakes yourself.



## Double Braking Efficiency

### *Buick Four-Wheel Brakes*

Buick four-wheel brakes, because they double the braking surface brought into action, increase the braking efficiency of the car practically 100 per cent.

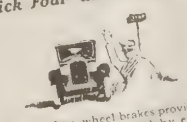
The action is simple, positive and rapid. A slight pressure on the service pedal (the method of operation is unchanged) and all four wheels are retarded—the car is quickly, smoothly and safely brought to a stop. With these proved Buick four-wheel brakes a stop is made in a much shorter distance with a minimum of skidding danger.

Obtaining braking friction at four contacts with the road increases the braking power and lessens the wear on each brake lining and each tire.

The 1924 Buick models, with four-wheel brakes, a more powerful engine, beautiful new bodies and numerous other advanced features fully exemplify the Buick policy of incorporating every improvement that will give greater safety, comfort and satisfaction to the owner.

## Power to Stop!

### *Buick Four-wheel Brakes*



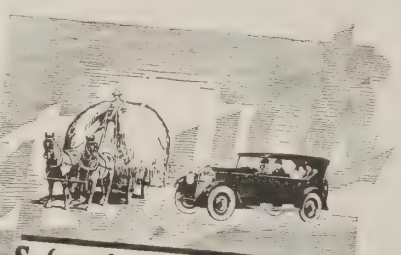
BUICK four-wheel brakes provide a factor of safety welcomed by every driver. No matter how careful he may be there are moments when the power to stop his car quickly and surely averts a serious accident.

Buick four-wheel brakes operate simply by light pressure on the foot pedal. There is no change in the method of operation over former Buick rear wheel brakes.

Buick rear brake construction has proved its dependability for many years. Identically the same principle, simple in its mechanism and effective in its braking control, now has been employed on the front wheels.

The adoption of four-wheel brakes by Buick on its 1924 cars is wholly in keeping with its policy of giving the owner everything that will increase his safety, comfort and satisfaction.

The 1924 Buick cars likewise are distinctive for their beauty, their increased power, ease of operation and comfort-giving features never before found on motor cars.



## Safety for Emergencies!

### *Buick Four-wheel Brakes*

Buick four-wheel brakes meet the demands of present day traffic conditions by having power in reserve to insure a rapid, safe and reliable "stop".

Actual braking effectiveness is practically doubled by Buick four-wheel brakes. This is accomplished by slowing down the two front wheels. Each brake band has a three-quarter wrap or grip on its brake drum, rather than the half-way wrap in common practice.

The Buick four-wheel brakes are an integral part of the Buick front axle design. Their arrangement and operation are simple. The front brakes are coupled in relation to the rear so that when the brake pedal is operated more pressure is put on the rear brakes than on the front.

Buick four-wheel brakes [on all models] are one of many definite advances in motor car operation and maintenance that the 1924 Buicks have contributed to automobile transportation.

BUICK MOTOR COMPANY, FLINT, MICHIGAN

*Division of General Motors Corporation*

Pioneer Builders of Valve-in-Head Motor Cars

Branches in All Principal Cities—Dealers Everywhere

**WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM**

# THE Buick BULLETIN

Published by the Sales Department
of the Buick Motor Company

NOVEMBER 1923 FIVE CENTS A COPY

*Buick*—the only four-cylinder car, made in America, with four-wheel brakes

# The 1924 Buick Four
## *is as good as the 1920 Buick Six*

Grand Rapids, Ohio
October 1, 1923

The Buick Motor Company
Flint, Michigan

Gentlemen:

On the 28th of August, 1923, I purchased from Baldwin and Collier, of Deshler, Ohio, a four-cylinder Buick Sedan of the 1924 series.

I have driven this car 1400 miles to date and I want to compliment the Buick Motor Company on having developed the finest four-cylinder car I have ever ridden in.

Previous to the purchase of this car I had driven a 1920 Buick Six 21,675 miles over a period of four years with no expense, (outside of oil gas and tires), excepting one spark plug.

Having driven several different makes of cars previously to the Buick Six, I was of course sold on the Buick when the time came to change.

I had heard a great deal of talk against the four-wheel brakes.

I want to say that those people who talk against the four-wheel brakes know very little about them. If any one is in doubt of the Buick four-wheel brakes they should try them and I will guarantee they will soon be convinced of their mistake. If I was to have my choice between the four-wheel brakes and the self starter I would take the four-wheel brakes.

*The motor in the Four sure did surprise me, and I can't understand yet where you get all the pep and power from a motor that size. There is very little difference in these respects between the Buick Six of 1920 and the Four of 1924.*

The Buick Motor Company sure has the right to use the slogan, "When better automobiles are Built, Buick will build them."

I beg to remain a satisfied Buick owner.

Yours truly

H. R. BACKUS

***Buick builds the only four-cylinder car in America with four-wheel brakes as part of standard equipment***

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

Subscription rate, Fifty Cents per year.
Mailed under third class permit.

E. T. Strong, *Managing Editor*

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Flint, Michigan, U. S. A.

Vol. XI No. 11 November, 1923

# Owners prove merits of Buicks for 1924

WITH Buick sales mounting at a record rate, more and more new Buicks are being put to the test in actual service by their owners. And the reports are everywhere the same.

The new Buicks are giving satisfaction in every particular. They are being used under scores of different conditions and for many different purposes but owners in every part of the country are enthusiastic over the Buick's performance.

The scores of new features that have made the 1924 Buicks actually new cars are proving to be sound and valuable additions to motoring satisfaction. The Buick four-wheel brakes, in particular, are bringing the most enthusiastic comments from Buick owners.

These motorists have had opportunity to use the four-wheel brakes under the most varied conditions. They have tested them on steep hills, in city traffic and in the sudden emergencies of the country highway and they have found them one-hundred per cent efficient.

Even to summarize the enthusiastic letters that are pouring into Buick would require many pages, but the letters that follow are typical and show what Buick owners think of the new Buicks for 1924.

"I have driven my 1924 Buick Touring more than 1800 miles already and its entire performance has been more than satisfactory," writes Mr. L. E. Orgill, secretary and treasurer of the United States Axle Company, Pottstown, Pennsylvania.

"With reference to the Buick four-wheel brakes, I would say that once having driven a car so equipped I would not care to go back to the old two-wheel brakes. Besides feeling absolutely sure that the car is going to stop when desired, there is quite a saving of time without speeding all the time, as you can run right to a turn, gently apply the brakes, make the turn, and be off without losing much speed.

"I find that I do not need to use my four-wheel brakes nearly as much as I would have to use two-wheel brakes. For instance with two-wheel brakes you are continually checking the car when coasting on a hill. With four-wheel brakes the car can be allowed to run freely. If the next rise is straight ahead the brakes are not used, while if there is a curve at the bottom the car can be easily checked just prior to making the turn.

*"There is nothing too good to say about the Buick Valve-in-Head motor and Buick four-wheel brakes," writes Mr. Ted Jansen, prominent St. Louis, Missouri, musician, who is shown here with his 1924 Buick Coupe*

"I wish to thank you for the efficient service that you have given in connection with my Buick. I feel that you have done me a service in selling me this car as I feel more confidence behind the wheel than with any car I have ever owned."

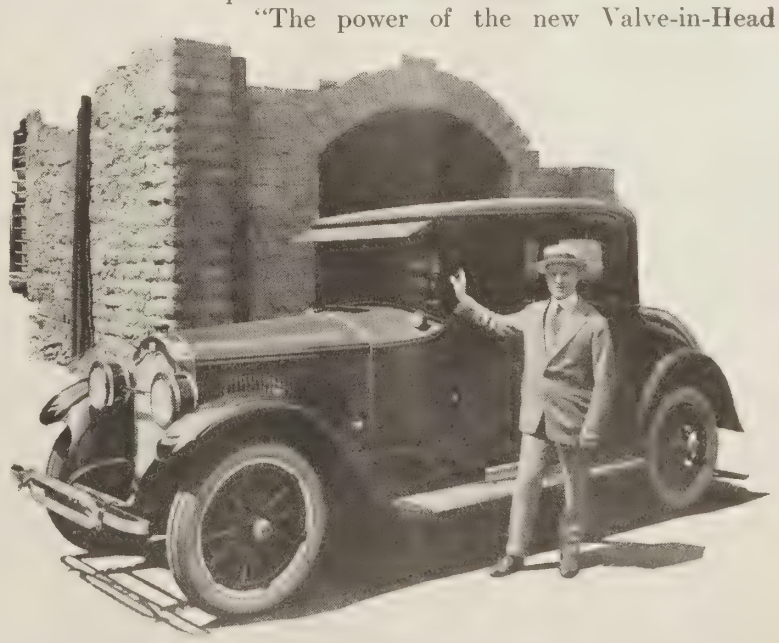
Mr. W. M. McIntosh, of Atlanta, Georgia, writes:

"I have just returned from a vacation trip with my family in the mountains of Tennessee, North Carolina, and Virginia, driving a 1924 Buick Seven-Passenger Touring.

"I have been driving Buicks for eight years and I expected the 1924 Buick to give a good account of itself on this journey, which it certainly did. During the 1500-mile trip we encountered some of the most difficult roads an automobile could be called upon to negotiate, and my Buick never failed me. We had plenty of rain and mud, and traveled over some rocky, mountain roads, so there was every opportunity to test the powers of the new Buick.

"The power of the new Valve-in-Head motor was a constant source of surprise to me, and I found the Buick four-wheel brakes thoroughly reliable under all conditions. One thing I found out about the Buick four-wheel brakes is that they are a great advantage in making time. You can speed up on a good stretch of road, feeling sure of your ability to slow up quickly when necessary. A slight

*Below at right—Having used Buicks since they were first built, it was only natural that Mr. William Oldknow, head of the Southern States Film Company, Atlanta, Georgia, should be one of the first to buy a 1924 Buick Coupe*



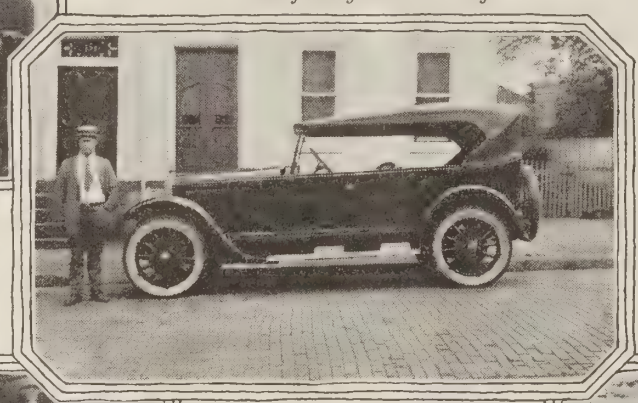
*Left—Ample opportunity to test this 1924 Buick Seven-Passenger Touring was given the owner, Mr. William M. McIntosh, of Atlanta, Georgia, on a 1500-mile vacation trip. He was more than pleased with his new car*

pressure of the brake pedal, I found, made it easy to take curves. I also tried the Buick four-wheel brakes on a mountain road, coming down grade for five miles. They held the car without heating."

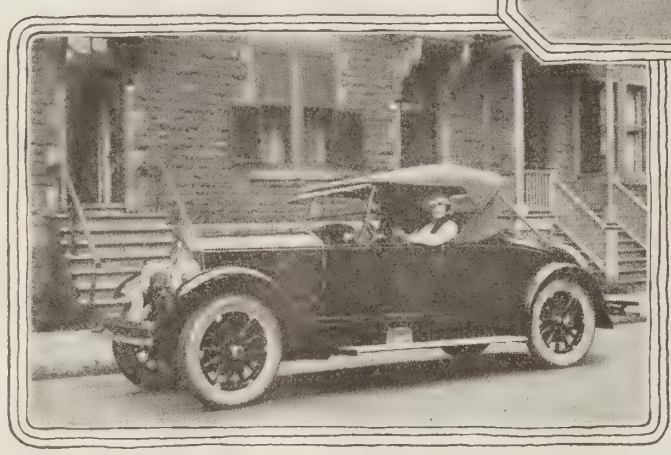
Women owners are equally enthusiastic about the new Buicks for 1924.

Miss Esther Little, of Kingsley, Iowa, writes:

*Right—This 1924 Buick Touring is owned by Mr. L. E. Orgill, secretary and treasurer of the United States Axle Company, Pottstown, Pennsylvania. He has already driven it more than 1800 miles with great satisfaction*



*"The Buick with its four-wheel brakes, ease of operation, and low cost of upkeep is the type of car that any woman can afford to operate," writes Miss Esther Little, of Kingsley, Iowa, shown here with her Buick four-cylinder Touring*



*Left—The effectiveness of Buick four-wheel brakes pleases Miss Helen C. L. Stanley, of Montreal, Canada, who is shown here with her McLaughlin-Buick Sport Roadster*

*Right—Because of the wonderful service that his previous Buick had given, Mr. J. L. Harrington, of Montreal, Canada, bought this 1924 McLaughlin-Buick Coupe*

**Buick builds the only four-cylinder car in America with four-wheel brakes as part of standard equipment**

"I want to tell you how pleased I am with my new Buick Four. I have driven it more than a thousand miles and can truthfully say that it is the finest car that I have ever driven.

"The Buick with its four-wheel brakes, ease of operation, and low cost of upkeep is the type of car that any woman can afford to operate. To a woman the splendid driving qualities are of immeasurable value."

Mr. Ted Jansen, prominent musician of St. Louis, Missouri, is driving his second Buick, a 1924 Coupe. He writes, "I never dreamed that an automobile could be so good. There is nothing too good to be said about the 1924 Buick Valve-in-Head motor and the Buick four-wheel brakes. Owning and driving this car day after day is a new kind of motoring satisfaction."

Buick four-wheel brakes have convinced many owners of their value by actual service. Mr. C. A. Gentner, proprietor of the Gentner Coal Company, Coffeyville, Kansas, writes: "I have driven my Buick Touring on a trip of 508 miles. I was not convinced of the need for four-wheel brakes when I bought the car but after a week's trip over the hills of the Ozarks I will never drive another car unless it has four-wheel brakes. The brakes are not only a safeguard but I believe that they save tires as well as taking strain off the frame. The Buick four-wheel brakes are not only an advantage in a hilly country but are also valuable on level roads."

In Canada the new McLaughlin-Buicks are also drawing forth enthusiastic comments from their owners. Miss Helen C. L. Stanley, of Montreal, writes: "I take this opportunity of expressing to you my entire satisfaction with my new Sport Roadster. The long wheelbase certainly makes it a most comfortable car, and coupled with its many other good qualities, too numerous to mention, it should certainly give me many miles of pleasure.

"The four-wheel brakes are most effective, especially on wet pavements when one is obliged to stop quickly."

Mr. J. L. Harrington, of Montreal, writes: "I have been driving cars for many years but I never obtained from any car the satisfaction that I derived from my 1923 McLaughlin-Buick Coupe, nor have I ever had better mileage or more economical operation in any car.

"Because of this wonderful service I did not hesitate to purchase a 1924 McLaughlin-Buick Coupe and I find that it is even a greater and better car. The Buick four-wheel brakes are wonderful for they give the driver complete control and a feeling of security that I never experienced with any other car."

"This being my fifth Buick it is easy for me to compare it with other cars," writes Mr. C. E. Cassaday, of Kansas City, Missouri. "I have driven my 1924 Buick 1200 miles and the engine has that firm, velvety sound that those familiar with automobiles demand. I find it almost impossible to skid on a slippery pavement with the Buick four-wheel brakes."

'I have driven three Buicks, all different years' models and to say that I consider the 1924 Buick the best yet is putting it very conservatively," writes Mr. Z. J. Montgomery of Frankfort, Kentucky.

"Aside from its easy and comfortable riding qualities I consider its braking equipment as the best I have ever seen. Having a brake on all four wheels is an entirely new experience and one that appeals very strongly to me."

Mr. E. J. Tweed, of Kansas City, Missouri, writes: "After driving my 1924 Buick approximately one thousand miles I find that I am thoroughly satisfied with the excellent qualities of the car in general and especially with the Buick four-wheel brakes.

"I also find that the new motor runs one-hundred per cent perfect."

*Right—This Buick Touring is the fourth Buick that Mr. C. A. Gentner, proprietor of the Gentner Coal Company, Coffeyville, Kansas, has owned*

*This Buick Touring gave such satisfactory service to its owner, Mr. E. E. Schriber, of Carnegie, Pennsylvania, that he has purchased a 1924 Touring. He is particularly impressed with the value of the Buick four-wheel brakes*

Mr. E. E. Schriber, of Carnegie, Pennsylvania, is another motorist who purchased a 1924 Buick because of the satisfaction that a previous Buick gave him. He writes: "I have been driving a Buick Touring continually since 1918 for business and pleasure. I am in the roofing and furnace business and use a one-ton trailer truck with the car to haul my men and supplies.

"I have been out almost every day, in all kinds of weather and on all [ *Continued on page 12*

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

THE wise motorist fully realizes that an automobile should not be purchased principally on consideration of the number of cylinders under the hood.

The ready sale of Buick Fours is an indication of how widely this fact is understood. While it is true that a four-cylinder car does not possess all those features to be found in a six-cylinder car at a higher price it is a fact that the Buick Four closely approximates six-cylinder automobiles in performance.

Those persons who feel that they are not in a position to invest any more in an automobile than the price of a four-cylinder Buick, soon realize, when they purchase this car, that they have received full value for their money and that their investment has been a sound one in every way.

The Buick Four, built on the same basic principles that Buick has followed so successfully for more than twenty years in the construction of Buick Sixes, gives one-hundred per cent satisfaction at all times and under all conditions.

THE owner of a Buick Four soon realizes that Buick in developing the four-cylinder Buick Valve-in-Head motor has built a motor that has the ability to throttle down to the slowest speeds in traffic; a motor that has wonderful acceleration; and power and speed beyond that of all usual requirements.

The body and the chassis, as carefully and scientifically developed as the Buick Valve-in-Head motor, and the balance that comes from correct spring suspension give to the Buick Four riding quality that is truly marvelous.

The easily operated clutch, with its positive action; the manner in which the gears shift with the slightest movement of the shifting lever; and the positiveness of the steering wheel, provide ease of control in the Buick Four that leaves nothing to be desired.

The rear axle and third member construction is of a type that relieves the rear springs of all driving strain and torque. The heavy channel frame with five heavy cross members insures absolute rigidity of the chassis and is typical of the sound construction that is found in the Buick Four down to the smallest detail.

The carburetor, with its hot air attachment that insures the proper combustion of the fuel in the cylinders under varying climatic conditions, is another instance of the care that has been taken to make the Buick Four an automobile that will give complete motoring satisfaction to its owner.

THE mechanical perfection of the Buick Four is the result of more than twenty years' experience in manufacturing this type of automobile.

Coupled with this mechanical perfection there is now attained, in the Buick Four, body design that is pleasing and distinctive.

The possession of a Buick Four truly marks its owner as one who uses discernment and taste in the selection of a motor car. The graceful lines and the careful finish combine to give unusual motor car beauty. The Buick Four has the unmistakable appearance of the car that is fleet and powerful and that combines with these qualities the satisfaction of complete comfort.

The bodies of the closed models are designed and built along the same lines as the six-cylinder models. To everyone familiar in the slightest degree with automobile construction, that fact alone is an assurance that in the Buick Four they are buying a car that is not only serviceable and comfortable but that is also in the forefront of motor car design.

INTERIORS of the Buick Fours reveal the same qualities of beauty and serviceability as the exteriors. An outstanding feature is their roominess, which is so essential to comfort at all times, and particularly on long trips. The Buick four-cylinder Coupe for instance will comfortably accommodate four persons, making it a particularly desirable car of this type.

The seats in all the Buick Fours are wide and deep and are tilted at an angle that affords maximum comfort. The Sedan and the Coupe are upholstered in plush of a very high grade while the Roadster and Touring are upholstered with serviceable black leather. Curled hair over double coil springs is used for padding the buttonless cushions and the seat backs of all models and contributes still further to the comfort of the driver and the passengers.

The new tops of the open models follow the graceful lines of the whole car. They have patented gypsy quarter curtains, made of special waterproof fabric. The new fasteners are flush with the body and the curtains open with the doors. The door windows in the closed models are adjustable to any position so that it is apparent both closed and open models are fully equipped for service in all seasons.

The windshields are the two-piece ventilating type and are adjustable from inside the car. There are scores of other details each of which contributes to the service and value of the car.

IN addition to all these desirable qualities Buick Fours have Buick four-wheel brakes as standard equipment. They are the only Fours in America with four-wheel brakes. That fact alone is of immense importance to the motorist and places the Buick Four in a class by itself. But the Buick Four by no means relies on this feature for its widespread popularity.

In fact the entire car is of such high grade that the motorist who desires to invest no more than the price of a Buick Four in a motor car quickly makes his decision once he has given the Buick a thorough examination and then accepts the Buick four-wheel brakes as good measure.

The wisdom of his choice is confirmed after he has driven the car and has tested its merits for himself. Invariably the owner of a Buick Four becomes convinced that he has made a wise decision in buying a Buick four-cylinder car rather than an automobile with two additional cylinders that does not possess all the other qualities that are built into the Buick product.

The motorist finds in the Buick a car that gives him complete motoring satisfaction because every detail of its construction is sound in principle. Every part in the car does its share toward increasing the comfort and convenience of the driver and the passengers. In addition there is the durability, the power, the speed and the safety that are so essential in a car. The merit of the Buick is readily determined by examining it in the salesrooms and such an examination will enable the motorist to make his choice of a car with the utmost assurance.

# Buick Adapts Itself Readily to Unusual Work

IT is easy to build an automobile for one special purpose. But cars that are used by thousands of owners, in hundreds of localities, and for scores of different purposes, must be exceptionally sturdy, powerful and reliable.

Buicks are built to give all kinds of owners, all kinds of service under all conditions. Therefore every detail in Buick construction is handled with the utmost care and precision. The Buick is built to serve with the same dependability in zero weather and in the hottest climate; on mountain roads and level highways and amid city traffic as well as across desert trails.

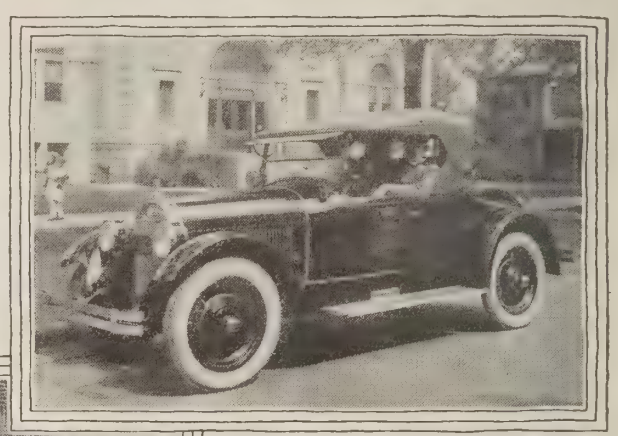
Many Buicks are used by their owners for unusual tasks. The pictures on this page show how Buicks have made good in service not ordinarily demanded of a passenger automobile.

The Buick is able to do this because it is constructed on sound principles. Every part used in its construction was first determined to be correct in principle and then by thorough tests and experiments it was adapted to the car.

This was true of the Buick Valve-in-Head motor that for twenty years has been serving thousands of owners with the power and dependability that is essential to reliable personal transportation.

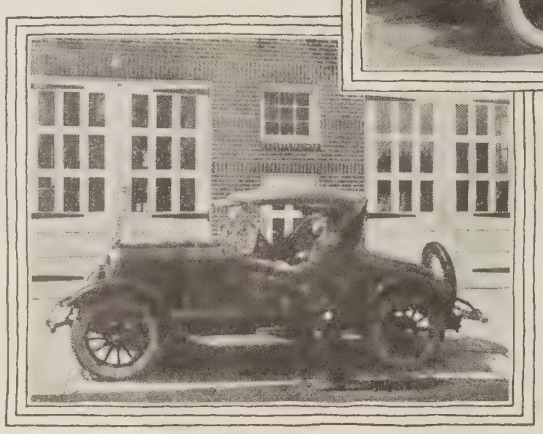
It was true of the external contracting brakes that Buick has used so successfully on rear wheels for many years. And it is equally true now of Buick four-wheel brakes. They are the same brakes that have proved their merit by years of service on Buick rear wheels. Knowing that these brakes were correct in principle, Buick engineers proceeded to adapt them to Buick front wheels. How well they succeeded in this task is shown by the satisfactory service that Buick four-wheel brakes are giving to owners in all parts of the country. Like everything in the Buick they are correct in principle and are built for dependable and constant service.

*Left—Buick sturdiness and stability appeal to the fire fighter. This picture shows Fire Chief George McKinney, of Norman, Oklahoma, with a specially equipped fire fighting car that was built on a Buick Model 23 - Six - 49 chassis*



*Above—The speed and dependability that are so vital to a fire chief are outstanding qualities of the Buick. Chief Ben Bangerter, of Mankato, Minnesota, is shown here with his Buick Model D-45*

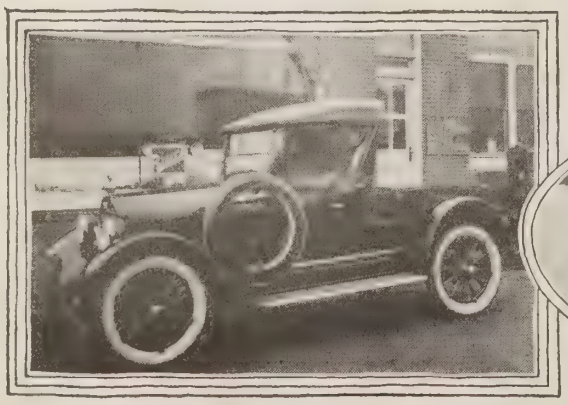
*Left—The trackless wheat fields of Washington offer no obstacles to the Buick. This 1923 Sport Touring is barely visible in the wheat field of Mr. N. H. Morrison, Fairfield, Washington. Mr. Morrison is an enthusiastic Buick owner*



*Right—When the citizens of Bend, Oregon, wanted to show their appreciation of the work of their volunteer fire fighters they presented Chief T. W. Carlon with a Buick Model 23-Four-39*

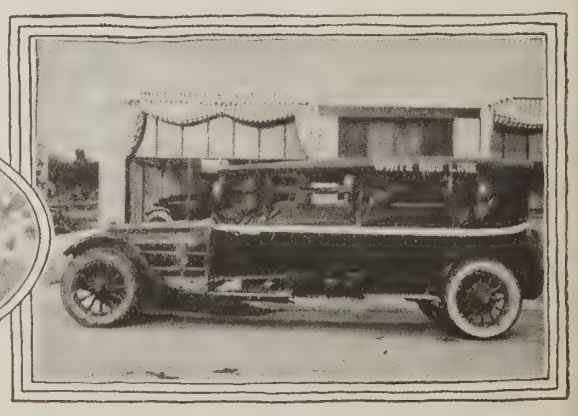
*The Buick Sport Touring in this picture is the seventh Buick owned by Mr. Herbert McGrath, of Silver City, New Mexico. The truck is his second Buick. Originally a Touring car, it has also served as a racer, and is now in daily service on his mountain ranch. It has traveled more than 100,000 miles*

*Below—This Buick was converted into an oil field "tool pusher," by Mr. C. B. Cox, Buick dealer at Bristow, Oklahoma*



*Below—Buicks used by the Brown and Black Taxi Company, in the deep snow around Sault Ste. Marie, Michigan, have proved completely satisfactory, says Mr. R. D. Hollingsworth, vice-president of the company*

*Below—The White Bus Line, Grand Junction, Colorado, uses four Buicks like this, with elongated chassis and body.*



*Nine members of this family own Buicks. The persons in the picture are Mr. and Mrs. August Boucker, their seven sons, and their son-in-law, Mr. John Henrichs, all of Gibson City, Illinois. As in many other instances the introduction of one Buick in the family was rapidly followed by others*

# One Buick in a Family Means More to Follow

WHEN one member of a family or an institution buys a Buick it is usually not long before the other members become Buick owners.

The first Buick, because of its appearance, its performance and genuine serviceability, convinces the other members of a family or institution that the Buick is an unequaled investment in personal transportation. The Buick literally acts as its own salesman.

In thus selling itself the Buick meets the most severe tests possible. It cannot do its selling work by promises. It is subject to constant observation and must reveal its qualities by actual performance.

Of course the Buick's appearance is a most valuable asset to it in such instances. The graceful lines of the car, its fine finish, and its refined trimmings, all help it to harmonize perfectly in any setting. But after these things have been duly admired there are still many important points to be considered by the prospective buyer.

The construction of the car must be sound and sturdy throughout so that it will stand up under all kinds of service and in all kinds of weather.

The car must prove that it is easy to operate and control; that it is sufficiently speedy and that it has ample power for all occasions.

To convince all the members of a family or an institution, it is not sufficient that a car give proof of these qualities once or twice. It must display the same dependability day after day, and month after month.

*There are five satisfied Buick owners in this family group. Mr. Henry E. Voigt, the third man from the right, has been Postmaster at Hamburg, Wisconsin, thirty-five years. His two sons have each owned a Buick for seven years and a son-in-law has had a Buick more than ten years*

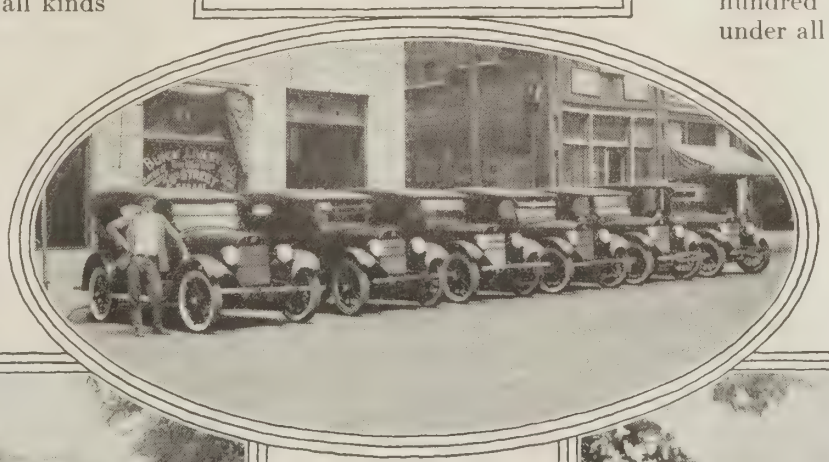
**Buick builds the only four-cylinder car in America with four-wheel brakes as part of standard equipment**

The Buick *is* easy to operate and control; its Valve-in-Head motor assures both ample speed and ample power and the sturdy construction of the whole car means constant and dependable transportation for the owner. The proof of that statement lies in the fact that there are scores of families in which several members are Buick owners and many institutions in which Buick is the choice of a whole group of motorists.

There would never be a second Buick in a family or a business organization unless the first Buick had proved thoroughly dependable and in addition possessed the appearance and comfort that are necessary to complete motoring satisfaction.

The pictures on this page show some of the families and institutions in which Buick has been its own salesman and has won owners by actual performance.

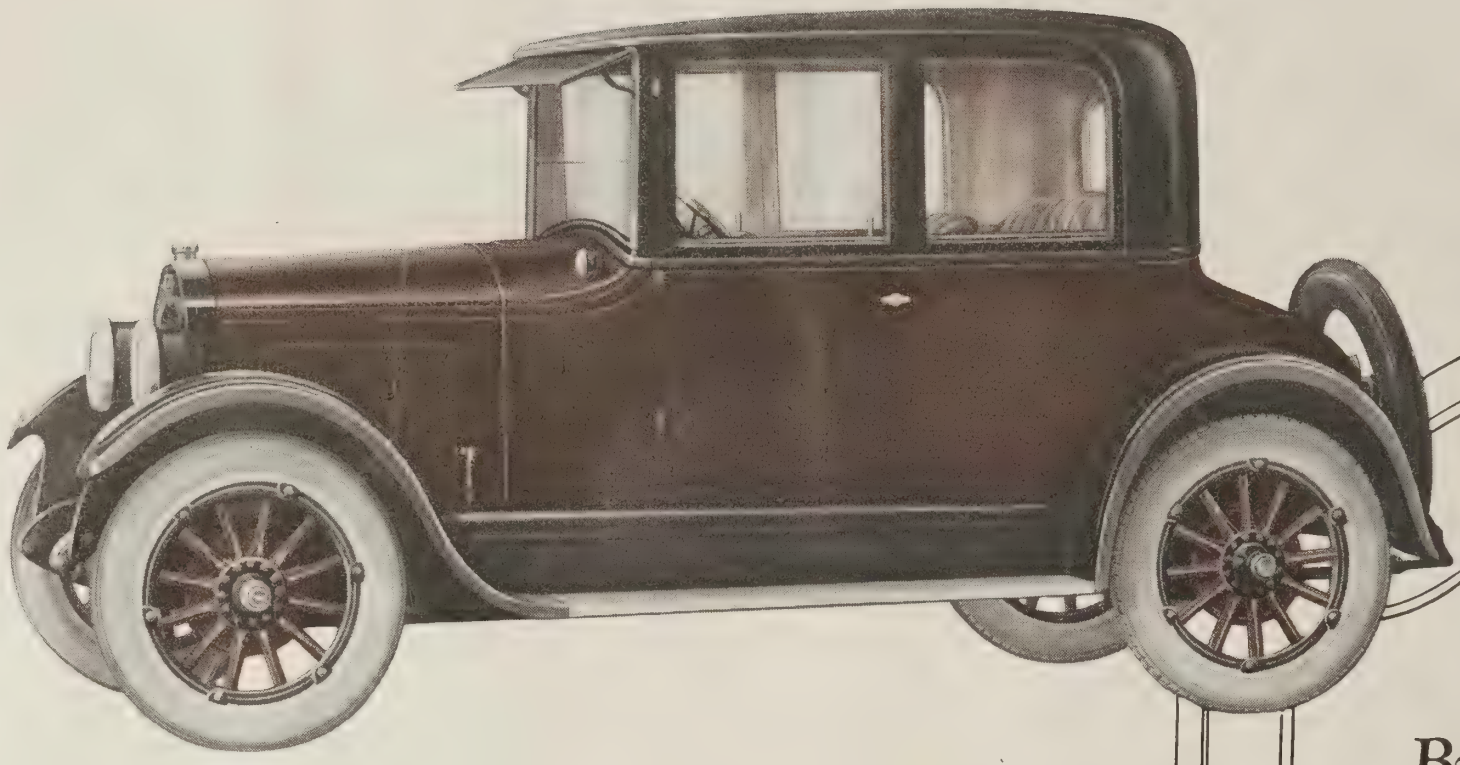
The Buick acts as its own salesman by giving to every owner service that is one hundred per cent efficient at all times and under all conditions.



*One Buick in a family or institution is certain to be followed by more. The faculty of the Peddie School, Hightstown, New Jersey, is enthusiastic about the Buick, as attested by this array of Buick Sixes and Fours in front of Wilson Hall, the main dormitory of the school*

*Six of these Buicks are owned by the Uffer family of Pekin, Illinois. At the extreme right is Mr. J. M. Davis, of the Davis Buick Company, Pekin, and his wife and son. The Uffer family has the highest praise for the Buick and their unanimous chorus is "Buick forever"*

*The Buick Livery Company is the second one in Birmingham, Alabama, of the "drive it yourself" style, to standardize on Buicks. It has been found that practically everybody knows how to drive a Buick*



33

## Four-Passenger Coupe

PRICE - - - - - - - $1395
f. o. b. Buick Factories

TYPICAL of the Buick four-cylinder models for 1924 is the Buick Four-Passenger Coupe. Its Fisher-built body and its equipment are in keeping with the best practice in closed car construction.

The fact that it will carry four passengers is an indication of the roominess of its interior. The broad, wide seats, with their deep upholstery and specially built springs afford complete comfort. Many other details combine to increase motoring satisfaction. The windshield is made weather-tight by a cloth-covered metal strip at the top. A simple push lever controls a ventilator that fits flush with the cowl and the windows are adjustable.

In short this Buick Coupe is a car in which motoring can be enjoyed to the utmost and with the additional feeling of safety that is given by Buick four-wheel brakes which are standard equipment on all models.

## *Buicks are*
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## Five-Passenger Sedan

PRICE - - - - - - - $1495

f. o. b. Buick Factories

BUICK has attained new distinction in this four-cylinder Five-Passenger Sedan with its Fisher-built body.

The long low body lines are entirely new and give it a most attractive appearance. The newly designed radiator adds much to the beauty of the car and also cools the Buick Valve-in-Head motor efficiently under the most extreme conditions.

The comfort of driver and passengers has been considered from every standpoint. For instance, the front windshield posts are narrow in order to give a broad range of vision; instruments are conveniently grouped in a new panel, and the windshield swings outward and moves with the greatest ease.

The mechanical parts are fully in keeping with the handsome body and there are, of course, Buick four-wheel brakes to increase the ease and safety of driving.

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*eel brakes*

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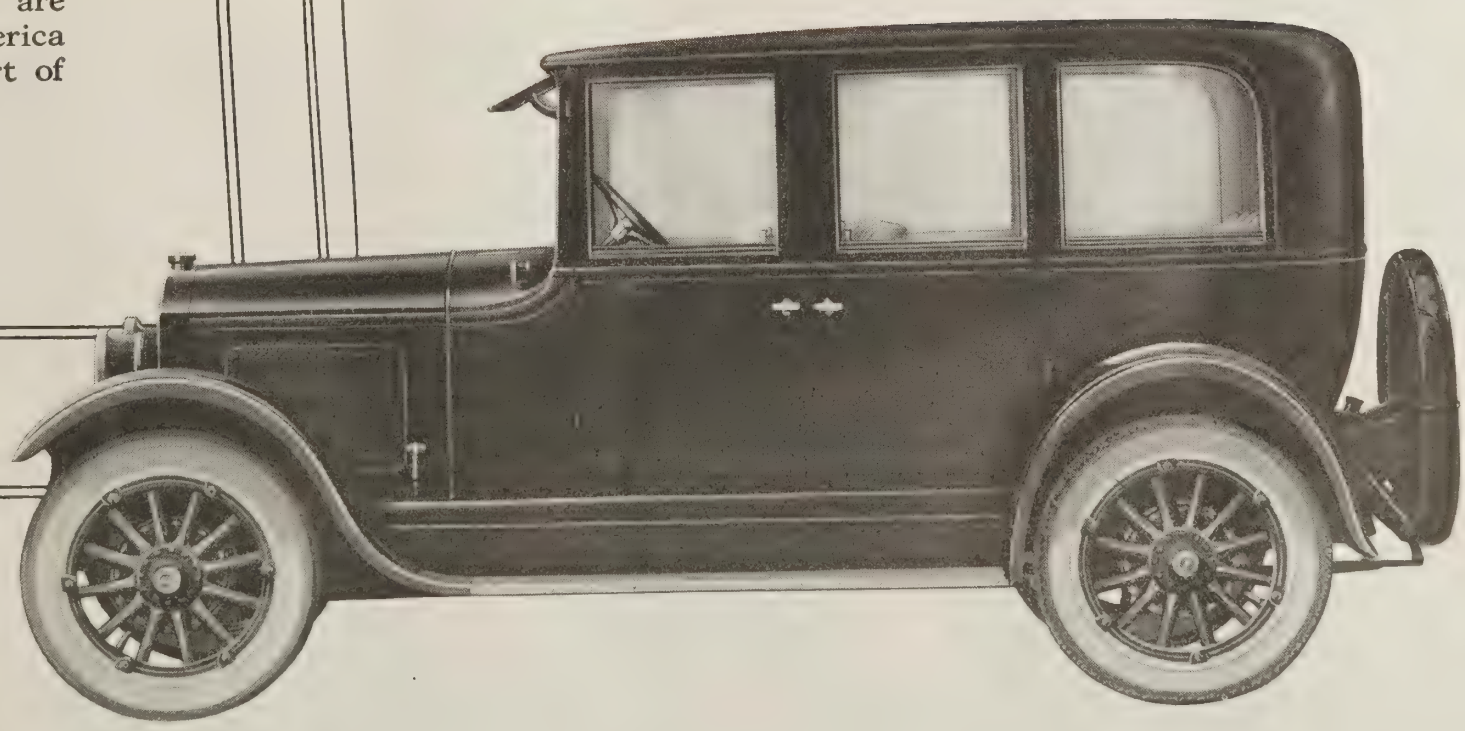
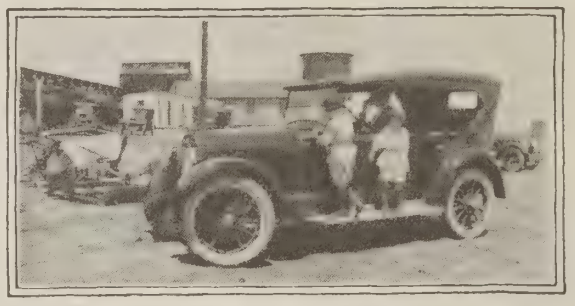


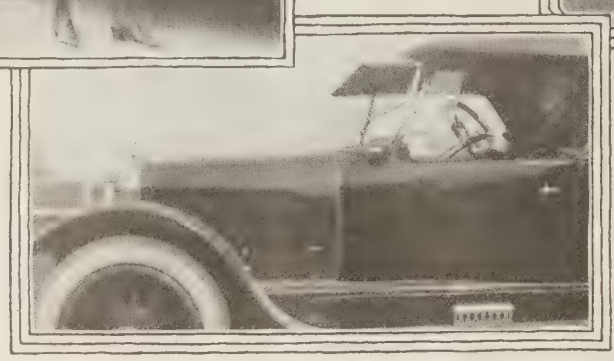
# Buick gives Social Status to the Woman Driver

*Left—"My Buick is always on the job and I just love it." That is the way Mrs. C. B. Collins, of Revere, Massachusetts, expresses her opinion of the Buick that she drives*

*This is the second Buick that Miss Lillian Turkenkoph, of Rockford, Illinois, has owned, and she expects to have many more of them, she writes*



*Women in business like the dependable transportation furnished by the Buick. Mrs. E. S. Bosler, of Rock River, Wyoming, is shown here with her sixth Buick. Mrs. Bosler is president of the Diamond Cattle Company and uses her Buick to get around a two thousand acre ranch. The two children are her sons*



*The ease and simplicity of Buick control is appreciated by women drivers. Mrs. Y. N. New, the wife of Dr. New, Danville, Indiana, drives her own Buick. Dr. New also uses a Buick and finds that it gives him wonderful service*

OWNERSHIP of a Buick carries with it a distinct social status for the woman driver. The distinctive appearance of the Buick and the completeness and refinement of its equipment make it the choice of citizens of standing in every community.

Buick mechanical features also account largely for Buick popularity with women. The Buick clutch operates lightly and surely. Gear shifting can be done with the finger tips and the Buick steering gear operates so easily that the longest drive is a pleasure for the woman driver.

Buick dependability enables the woman driver to take any trip with assurance, and Buick Authorized Service, in every town and hamlet, protects her from delay if any slight adjustment is needed.

If difficult going is encountered the woman driver has the reserve power of the Buick Valve-in-Head motor that has never failed. And now, in addition to all these things enjoyed in previous Buicks, the woman driver has the contentment that goes with four-wheel brakes, which give her power to stop in an emergency with the same light pressure on the brake pedal that she has experienced in her former Buicks.

*Left—This picture was taken at Juneau, Alaska. It shows Mrs. Harold Post with her Buick, which has run more than five thousand miles on unpaved roads, without any expense for repairs*

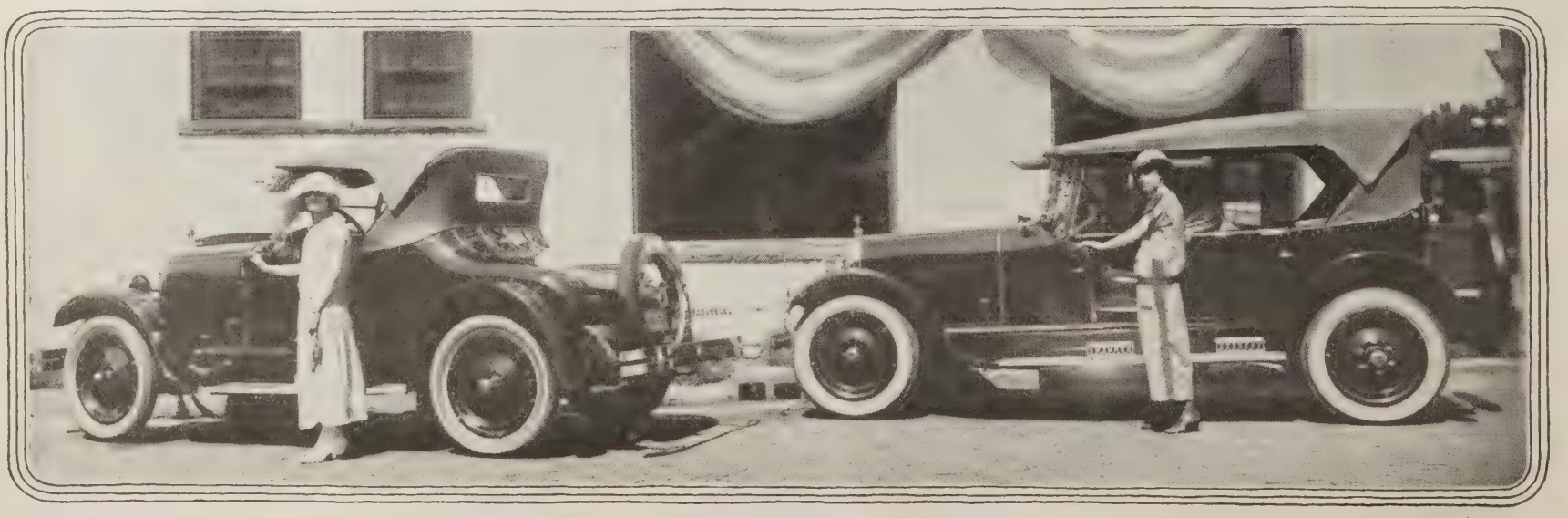
*"Once a Buick owner, always a Buick owner," applies to women drivers as well as men. "I have been driving a Buick for the last six years and when I buy my next car it will be a Buick," writes Miss Monica M. Bruce, of Milwaukee, Wisconsin, who is shown here with her Buick*

**Buick builds the only four-cylinder car in America with four-wheel brakes as part of standard equipment**

*Left—Long tours present no difficulties for women drivers when they use a Buick. Miss Gertrude Fitzgerald, at the left, and Miss Ina Eleanor Craven, at the right, are grade school principals at Ogden, Utah. They traveled more than 1000 miles in this Buick to attend the University of Iowa summer school. They did not have the slightest trouble throughout the whole trip*

*Buick reliability appeals strongly to women drivers, as well as the fact that Buick Authorized Service is always close at hand if any adjustments are needed. Miss Dorothy Hilton, of Alpine, California, is shown here with her Buick*

*Below—Here are two prize Buicks and their women drivers. The Sport Roadster, driven by Miss Florence Johnson, of East Grand Forks, Minnesota, was awarded first prize at a style driving contest held by the Grand Forks Fair Association of Grand Forks, North Dakota. The Buick Sport Touring, driven by Mrs. Vivian Danforth, of Chicago, Illinois, tied for third place*

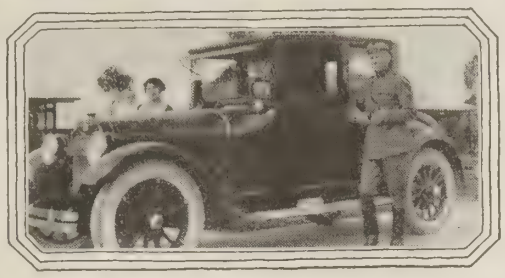


# Outstanding Citizens Everywhere Own Buicks

*Left—This Sedan is the second Buick that Dr. Joseph A. Herb, 223 East 72nd Street, New York, has owned in the last five years. He and his family, shown in the picture, believe that no other car would give them as much satisfaction as the Buick*

*Right—This is the sixth Buick that Captain J. P. Steinhart, and Mrs. Steinhart, of Galveston, Texas, have owned. Captain Steinhart has been more than thirty years in the United States Coast Guard Service. The picture was taken on Galveston's famous Boulevard Drive on top of the sea wall. In the background is one of the forts protecting the Gulf Coast*

*Right—No other car has given so much pleasure, service and satisfaction as the Buick, writes Major C. R. Byars, M. C., 82 F. A., U. S. A., Fort Bliss, Texas, who is shown here with his Buick Coupe*



*Left—This Buick Sport Touring, owned by Dr. N. A. Elder, of Nixon, Texas, is his fourth Buick. Dr. Elder is more than pleased with the performance of this and his previous Buicks. He says his next car will certainly be a Buick*

BRIEF observation in any community will reveal the high caliber of Buick owners. Many of them, it will be found, are in a position to purchase any car that they choose. It is therefore significant to note that year after year these motorists buy Buicks.

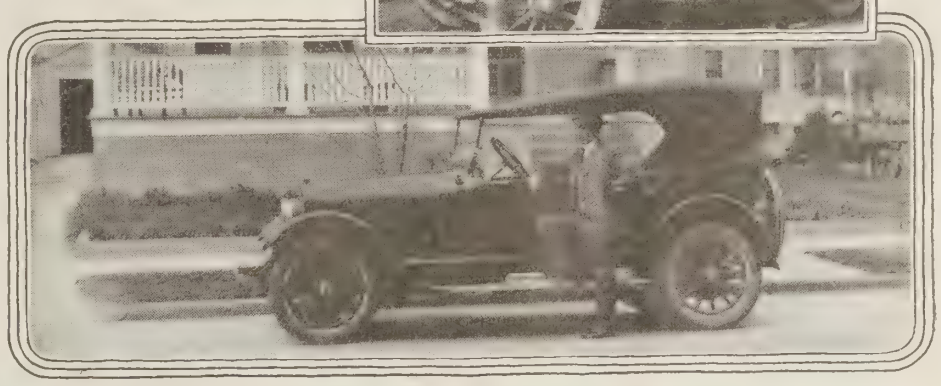
The "reason why" is that Buick gives complete motoring satisfaction. In beauty of line and finish, complete equipment and motoring comfort, Buick has set the Standard of Comparison for twenty years. In addition, its Buick Valve-in-Head motor and its other mechanical parts have proved equal to every kind of service.

These things have been true of all the Buicks of the past, and now, in addition, every 1924 Buick has Buick four-wheel brakes as part of its standard equipment.

These add greatly to the safety and pleasure of driving as they give the motorist complete control over his car at all times and greatly reduce the danger of skidding. The merit of these brakes has already been proved by thousands of owners.

It is natural, however, that occasionally Buick owners have been induced to purchase other cars. Almost invariably they have returned to Buick, justifying the statement: "Once a Buick owner, always a Buick owner."

*Right—This picture shows Mr. C. C. Bowyer, president of the Merchants National Bank, Point Pleasant, West Virginia, with his Buick. He has been a Buick owner since 1917 and is highly pleased with the perfect service that his Buick has given him*



*Above—Since 1909 Mr. J. B. Davis, general superintendent of the Charleston, South Carolina, Mining and Manufacturing Company, has been a Buick owner and has driven his Buicks more than 210,000 miles*

*Below—This picture, taken after a thousand-mile tour on bad roads, shows Mr. E. M. Hairfield, attorney, of Morganton, North Carolina, with his Buick Sport Touring in front of his home. This Buick replaced a Model E-45 that had given excellent service and was still in the best of condition when he sold it*

*Snow drifts of northern Wisconsin proved the merit of this Buick, owned by Mr. R. W. Fannon, superintendent of the Northern Paper Mills, of Green Bay, Wisconsin. He has been a Buick owner since 1910 and this is his seventh Buick*

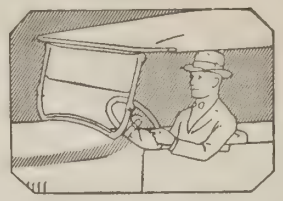
*Above—Having owned three Buicks, Mr. E. A. Fenton, supervising agent of the Pennsylvania Railroad Company, Newcastle, Pennsylvania, expresses the opinion that it is not necessary to purchase an expensive car in order to secure all the conveniences and comforts of motoring. Mr. and Mrs. Fenton are shown here with their latest Buick*

*Below—"Buick beats them all," writes Mr. Thomas L. Swicegood, of Cooleemee, North Carolina. Mr. Swicegood is agent in charge of the Life Insurance Company of Virginia, at Cooleemee. He and Mrs. Swicegood are shown here with their second Buick*

*Right—"Nothing but a Buick for me," writes Mr. James Gibbons, retired farmer, of Hoopeston, Illinois. The Coupe shown here is his second Buick and he is greatly pleased with the comfort and service that it affords him*

# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars



## First Aid Suggestions

IN the operation of an automobile, it is recognized that there may arise certain conditions causing poor performance, or failure of the engine or power system to function properly, and frequently the owner is not able to locate the cause from the symptoms in evidence. When this occurs and an Authorized Service Station cannot be consulted conveniently, it is realized that the owner should have at hand some simple suggestions which will enable him to drive the car to the service station for advice, should this be needed.

It has, therefore, been thought advisable to list here a limited number of suggestions which may be found of benefit to the owner in locating and correcting the minor difficulties encountered in the operation of the car. No attempt has been made, however, to include any instructions relative to the method of performing repair operations. Authorized service stations should be consulted whenever such repairs may be found necessary.

*If the engine fails to start when cranked:*

(a) Cylinders flooded with fuel by keeping choke button out too long. To correct, push choke button in completely and continue cranking with throttle closed until excess gasoline has been expelled from cylinders when ignition should occur. Not more than 20 seconds cranking should be required to clear the cylinders.

(b) No fuel in gas tank.

(c) Weak or no spark at spark plugs. The probable causes are discharged battery, loose or corroded battery terminals, burned or improperly adjusted breaker points in the distributor, loose or broken wires or connections, or spark plug points set incorrectly or fouled. The strength of the spark may be determined by disconnecting one of the spark plug connections and holding it about ¼ inch from the plug base while the engine is being cranked.

In case of a discharged battery it may still be possible to hand crank the engine and obtain sufficient spark to start. If loose or corroded terminals are found, they should be tightened and cleaned. In case of burned breaker points, the metal adhering to the face of the point may be scraped off to provide temporary relief, and points adjusted to the distance shown on the distributor wrench (0.020). If spark plugs are fouled, they should be cleaned and adjusted to proper gap (0.025).

*If the engine stops:*

(a) Examine gas tank supply. Make sure that small venthole in tank filler cap is not plugged up. If there is gas in the tank, then test at carburetor. To make this test, depress plunger on top of float chamber of carburetor and, if there is fuel at this point, gasoline will rise through plunger hole, indicating that the fuel system is functioning properly.

If no gasoline shows at carburetor, test at vacuum tank by removing pipe plug from bottom of tank. If gasoline flows, replace pipe plug and close gasoline shut-off cock at bottom of vacuum tank. Disconnect pipe at strainer trap of carburetor, remove trap and clean the strainer. If no fuel flows from tank, it indicates either a stoppage or air leak in the line between the gas and vacuum tanks, a sticking valve in the vacuum tank, air leak in suction tube between top of vacuum tank and intake manifold, or dirt in the strainer at top of vacuum tank. To determine if fuel pipe between vacuum and gasoline tanks is clear, disconnect at both ends and blow through pipe. Suction tube in main tank should be examined when withdrawn. The strainer within the top of vacuum tank may be removed by unscrewing fitting to which main fuel pipe is attached to the vacuum tank.

(b) Test for spark at spark plugs. The method for making this test is described in a preceding paragraph under the heading, "Weak or no spark at spark plugs." If a good spark is obtained regularly, the trouble does not lie in the ignition system. If no spark occurs or the spark is weak, it indicates a discharged battery or loose connections. An examination should be made of wire connections at back of switch and ammeter and at coil and distributor. If these are found tight and in good condition, it is well to examine the battery terminals and ground strap.

*If the engine misses regularly on one or more cylinders:*

(a) The most probable cause is dirty spark plug or plugs. To locate, first idle engine slowly with retarded spark, then hold screw driver against plug terminal and top of engine, thus short-circuiting the plug. Be careful to hold screw driver by wooden handle, else a shock will result. Short-circuiting a plug which is not working will not change the engine speed. On the other hand, it will cause the engine to slow down or stop, if the short circuit is established with a working plug. After the dead plugs have been thus located, they should be removed, cleaned and adjusted.

*If the engine misses irregularly:*

(a) The most likely cause is water or dirt in the carburetor. To correct, disconnect the gasoline line from bottom of carburetor after first closing shut-off cock on this line just below vacuum tank. Depress plunger on top of float chamber to allow water and sediment to drain from carburetor.

(b) Warped or sticky valves, or improper adjustment of push rods.

Engine oil, or kerosene if available, introduced around the valve stems, will help to free sticky valves.

(c) Burned or improperly adjusted breaker points.

(d) Loose connections in low tension (or battery) circuit. Examine connections at back of ammeter and switch, and at side of distributor housing.

(e) Short circuit in high tension wires due to broken down insulation. Inspect spark plug wires and heavy wire from coil to distributor head.

(f) Defective spark plugs, or spark plug gaps more or less than 0.025 inch.

(g) Incorrect carburetor adjustment.

### Buick Factories Work to Full Capacity

DURING the month of September Buick broke all previous production records by turning out 19,651 automobiles.

The greatest previous monthly production was in May, 1923, when Buick produced 19,502 automobiles.

On September 26th, this year, Buick built 1018 cars.

Production records for October give promise of surpassing even those of September.

This issue of the BUICK BULLETIN had gone to press before October production records were available.

### Owners prove merits of Buicks for 1924

(*Continued from page 4*)

kinds of roads and have never had to stop because of trouble although I am in a very hilly country.

"We have plowed through snow, ice, mud and water, up hill and down hill, through fields and ravines and the car has never failed to go any place no matter how difficult the roads were or how heavy the load.

"So well was I pleased with this car that I bought a 1924 Buick Touring. I am using this new Buick with a trailer and am sure pleased with this new car, especially the four-wheel brakes. I have traveled over quite a few wet and slippery streets and have found that I can stop very quickly without skidding because of the Buick four-wheel brakes."

Mr. R. J. Noonan, of Kansas City, Missouri, writes: "We have been holding our 1924 Buick down to fifteen miles an hour but it sure runs fine and takes all the hills. It is an easy riding car and I think the Buick four-wheel brakes are great, no jerking, just a quick easy stop. Taking everything into consideration, I think that the Buick is the best buy on the market at the price."

Mr. William Oldknow, head of the Southern States Film Company, Atlanta, Georgia, who has been driving Buick cars for twenty years, and who now owns a 1924 Coupe, has this to say about his new Buick:

"The 1924 Buick is without doubt the best automobile the Buick Motor Company has ever built. I can afford to buy any car I want and my preference is the Buick. It has everything a man wants in an automobile—comfort, speed, appearance, flexibility and power. The Buick four-wheel brakes I have found entirely satisfactory and a decided addition to automobile construction."

All these letters are typical of scores of others that have been received by Buick from owners in every part of the country. They show clearly and unmistakably that the 1924 Buicks are giving their owners complete motoring satisfaction in every respect and that they are maintaining their place as the Standard of Comparison.

# Long Service proves Buick Dependable

STABILITY and long service are characteristic of the Buick. That assertion is backed up by the fact that many Buicks have been in use for fifteen years or more, and are still giving their owners dependable transportation.

Such lengthy service in itself is proof of the other qualities in the Buick. It shows that every detail is built for sturdiness and long life, from the Buick Valve-in-Head motor to the exterior finish and the upholstery.

The same durability that has marked the Buicks of the past is built into the new Buicks for 1924. Combined with this are graceful body lines and scores of minor details that make the Buicks for 1924 actually new cars.

Mechanical features show the same development, while sacrificing none of the past sturdiness and serviceability. Buick four-wheel brakes, for instance, with which all the new Buicks are equipped, add immeasurably to the ease and safety of motoring.

These brakes are a development of the brakes that have proved their soundness and value by years of service on Buick rear axles. They are simple and positive in action and are operated by the same light pressure on the brake pedal as in Buick models of past years.

Both the four-cylinder and six-cylinder Buicks for 1924 are equipped with Buick four-wheel brakes, the Buick being the only four-cylinder car in America with four-wheel brakes as part of standard equipment.

The sturdy frame of the Buick is another reason for Buick durability. The Buick frame is made of reinforced pressed steel channel sections with exceptionally strong and deep side members and heavy cross members.

Other parts of the Buick are also built for long wear. The upholstery of the seats and interior of the car is exceptionally serviceable. Beneath it is curled hair over double coil springs insuring a maximum of comfort.

These are only a few of the outstanding points. Examination of the new Buicks will reveal that every other detail possesses the same qualities of sturdiness and long life.

*This is Mr. C. L. Adamson, jeweler, of Augusta, Arkansas, and his 1915 Buick Touring. The car has traveled more than 25,000 miles. "The fine service that it has given has made me a firm believer in Buick and my next car, if this one ever wears out, will be a Buick," Mr. Adamson writes*

*Above—Although this Buick has been used for years and has traveled twice across the United States it is still in daily service for hauling painting equipment. Its repair bill is still very light. The car is owned by Mr. William Woods, of Belvidere, Illinois*

*Left—This is the fourth Buick that Mr. H. L. Albritton, of Pinola, Mississippi, has owned. Mrs. Albritton and her two babies are shown here. The family has liked each new Buick better than the previous one and they are planning to buy a fifth one soon*

*Above—Both the Buicks in this picture have seen hard service but both are still in use. The one on the left was purchased in 1909 by Dr. S. S. Rather, of Jacksonville, Texas. He used it four years and then sold it to Mr. W. A. Looney, of Jacksonville, who now uses it in his work as a contractor. The car on the right was bought by Dr. Rather nine years ago and is still giving good service at low cost*

*There is a lifetime of service in a Buick and here are two pictures that prove it. The pictures were taken fifteen years apart but both show the same Buick that has been in daily use all that time. The picture on the left was taken in 1908 soon after the purchase of the car. It shows Mrs. E. O. Pratt, of Kansas City, Kansas; her mother, Mrs. L. R. Cable, of Hickman Mills, Missouri; and Mrs. Pratt's three-months-old baby, Edward. The other picture shows "Baby" Edward, still in the Buick, with his father Mr. E. O. Pratt. The car was used for pleasure and general purposes for four years; during the next four years it hauled vegetables from a greenhouse to Kansas City stores; and for the last seven years it has been in daily use as a service car at the Mission Hills Golf and Country Club, where Mr. Pratt is in charge of the grounds. Mr. Pratt would not hazard a guess of the car's mileage as the speedometer was worn out years ago*

# Authorized Service gains by school course

BUICK Authorized Service, like the Buick car, progresses steadily. Fine as are the Buicks that have already been built, Buick engineers are constantly seeking new ways to make the Buick of still greater value to the owner.

This is equally true of countrywide Buick Authorized Service. Already it is established in practically every town and hamlet. No matter where the Buick owner may go he is assured of competent workmanship, the use of genuine Buick parts for replacements and the courteous attention that marks Buick Authorized Service.

Buick is resolved that Buick Authorized Service shall keep pace with the Buick car in every way. As one means to that end it is giving its full support to a Buick Auto Mechanics' Service Course that is being conducted by the Flint Institute of Technology, at Flint, Michigan.

## Instruction by experts

For $95.00 you can receive three months' training in every phase of Buick construction and service. This training is given under the direction of men who are experts in Buick and who are known throughout the country for their knowledge of motor cars.

The course is held in Flint, the home of the Buick, and you will be in close contact with this vast manufacturing organization during the entire course.

This is the day of the specialist.

Men skilled in one particular phase of the great industries and professions are the ones who are making the most money.

The automobile industry is the second greatest in America and it offers the greatest opportunities for the individual.

But success in the automobile field requires training—specialized training. This is particularly true of service work.

With scores of different cars in use, the automobile owner today demands expert service. He demands a mechanic who knows his car thoroughly and who knows how to quickly locate and fix his troubles. A knowledge of some other make of car is of no interest to him. He is fearful of the lack of specific knowledge of the general mechanic. He wants to deal with a *specialist* in *his* car.

## Specialists are needed

Men already in automobile work should therefore make every effort to become specialists in their work and men about to enter the automobile field must realize the importance of laying a broad foundation of special training. The untrained man cannot achieve large success because he can do nothing but that which thousands of others can do just as well. The trained man succeeds because he has special knowledge and skill.

Such training is now available through the Flint Institute of Technology's course for Buick Auto Mechanics. It represents a new departure in this field and offers you a specialized Buick Service course that has no equal in the automobile world.

1. The course is a specialized Auto Mechanics' Service Course to develop Buick mechanics by concentrated study of the Buick cars. It is arranged to benefit both the man who is already an auto mechanic and the man who has not yet entered the automobile field.
2. It has been organized in co-operation with and approved by the officials of the Buick Motor Company as the course to train their service men.
3. Specialized training is given in the use of standard equipment recommended by the Buick Motor Company for their Buick Authorized Service Stations.
4. The fundamental principles of service that result in the satisfaction of both car owner and dealer are emphasized throughout the course.
5. The school is so closely in touch with the Sales-Service and Production Departments of the Buick Motor Company that as new models and new methods of production and repair are developed they are immediately added to the course, making it at all times an up-to-the-minute Service Course.

## Course is practical

All these divisions are covered in detail by lectures and discussions and in practical work in the garage, laboratory and shop. The principles and theory involved in the course are covered in a broad, thorough manner, giving you a sound basis for practical work which is carried along with the theory throughout the entire course. Lesson sheets covering all class room work and job sheets giving detailed instructions for practical work make the instruction systematic and enable you to compile a thorough reference work in Buick Service.

Another feature of this course, a feature that is offered by no other automobile school, is a practical service test given to each student at the close of the course by officials of the Service Department of the Buick Motor Company.

At the close of the course you will have an opportunity to perform a series of practical service jobs on Buick cars under the direction of service experts of the Buick Motor Company. On satisfactory completion of these tests, a certificate will be given to you signed by these Buick experts.

Instruction is given by lectures and discussions and by jobs on Buick cars actually performed by you under the supervision of competent instructors.

In this way you learn both the theories of construction and practical methods used in service work. With the aid of job and question sheets you can develop your own encyclopedia of facts in Buick Service.

All classes are held according to a definite schedule. They include a thorough and complete training in both mechanical and electrical theory and repair, covering the most modern and up-to-date Service Methods and the use of the latest and best special Buick Service equipment.

Machine Shop Practice, covering work on various machines used in repair and service work, blue print reading and the use of the oxy-acetylene welding torch in Service Work are also included in the course.

## Officials give lectures

In addition to the regular class room lectures there will be a series of talks by Buick officials that will give you a still further insight into Buick methods and policies.

The classes in this course are limited to thirty carefully selected students. For practical work these classes are divided into still smaller groups, some of the work being individual, some in groups of two and some in groups of five, and all under the personal supervision of expert instructors. This small group method assures you of close personal contact with the instructor and careful supervision and direction of your work all the time.

It is this close, personal contact that makes this course of such practical value.

Because of the small limit placed on the classes, and the large number of men that wish to take this course, you are urged to send in your application immediately. If possible, your application should be accompanied with a letter of recommendation from a Buick dealer. This will be of considerable value in gaining admission to the class.

This is a real opportunity for you to become a Service Specialist.

This Buick Auto Mechanics' Service Course, authorized and organized with the full co-operation and advice of the Buick Motor Company, at the home of Buick, is the result of years of study and experience in conducting automotive courses, and offers you unequaled advantages in the rapidly expanding field of automobile service.

Address all communications to Mr. Albert Sobey, Director FLINT INSTITUTE OF TECHNOLOGY, Flint, Michigan.

## Proud of his Buick

"I HAVE a Buick Five-Passenger Touring, and I am more than pleased and satisfied with its performance," writes Mr. Ferdinand P. Wiener, 3019 Kingsbridge Terrace, New York City. "I have driven it seven thousand miles in all kinds of weather and on all sorts of roads, through New York State, and no hill was ever too much for my Buick, of which we are very proud. Buick Authorized Service Stations are very fine and a great comfort and convenience."

## Likes Courteous Service

"I WISH to compliment you on the success of Buick cars," writes Mr. L. A. Jenkins, New Haven, Connecticut. "I would also like to say a word regarding the uniform and courteous attention that I have received at various Buick Authorized Service Stations. I might mention particularly the Buick Authorized Service Station in New Haven, the one in Waterbury and the one in Providence as being typical of your service."

## Recommends Another Buick

ALL the praise for Buick does not come in direct letters to the Buick Motor Company. Here is a letter that passed between two officials in the general freight department of the Chicago Great Western Railroad Company. Mr. T. A. Hoverstad, development agent in Chicago, writing to Mr. Oscar Townsend, general freight agent said:

"I am glad to report to you that the Buick you bought for the use of this department a year ago has proven more than satisfactory. In driving more than 3100 miles I had no trouble whatever.

"The car is admirably well suited for the purpose for which it was purchased and if we should buy another car I should recommend that we buy a Buick."

## Boosts Buick Service

WRITES Mr. Robert Keenan, of Holtsville, L. I., N. Y.: "I must say that every word in the April number of the *Buick Bulletin* as to the superior organization of the Buick Company is correct, if all the dealers are like Mr. Charles Raynor, of Patchogue, L. I."

# THE Buick BULLETIN

Published by the Department of the Company

DECEMBER 1923 FIVE CENTS A COPY

Regardless of the car you buy or the price you pay — there is no greater value than the Buick Four

## For the sixth consecutive year Buick is awarded first choice of space at the national automobile shows

THERE is no clearer testimony to Buick's position in the motor industry than the fact that it has again been awarded first choice of space at the national automobile shows held each year in New York and Chicago. The shows of 1924 will be the sixth consecutive ones at which Buick has been awarded this honor.

Space at the national shows is allotted on the basis of the volume of business done during the previous year.

The winning of the first choice of space by Buick year after year is an indication that each year more and more motorists are becoming familiar with the fact that Buick builds into its product those qualities that mean one hundred per cent satisfaction in a car. This series of Buick victories also shows forcibly that Buick sales are increasing steadily from year to year and that more and more motorists are recognizing Buick as truly the Standard of Comparison.

# The Buick Bulletin

A motor magazine published monthly in behalf of Buick interests everywhere

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E. T. Strong, *Managing Editor*

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# Christmas Dividends

By MABEL McKEE

BETTY DAWN, the first grade teacher in the Warren School, wished that she were a millionaire. But with her, that was not a new wish. Always on the very first day of December she wished it; following that day she wished it early every morning until the twenty-fifth dawned. And after that day she subsided, trying to buy happiness for every one around her with the small sums of money she had—and trying for the eleven months that followed the one which was blessed by Christmas Day.

It was snowing when she nodded good-night to the janitor of the school building and hurried down the walk to join the second grade teacher who was waiting at the curbing. Smilingly that middle-aged woman tilted her umbrella so that the first grade teacher's red tam-o'-shanter would not catch all of the damp snowflakes. "Why, today is the first day of December," she said in her brisk, capable way, "and I haven't ordered the Christmas cards for my children yet. I must do it tomorrow. Shall you order with me, Miss Dawn?"

Betty Dawn disdainfully tilted up her nose. "Christmas cards for first graders," she sniffed. "I do think they are so inappropriate for first graders—don't you?" And then her voice became wistful. "Oh, if I were only a millionaire, I could buy them a real Christmas—dolls, big dimpled ones, and drums and guns—real B. B. guns. Oh, if I only were—" She smiled tremulously up at Miss Brooks. And then she stood very, very still and clutched at Miss Brooks' arm. "Oh, oh, oh—look!" she gasped. "Look! Look!"

Miss Brooks' grey eyes turned in the direction Betty Dawn's index finger pointed and saw the "Merry Christmas Automobile."

Gayly decorated in Christmas bells and holly wreaths it looked like a veritable Santa Claus machine. The first grade teacher strained her brown eyes and tried to see the jolly old Saint himself emerge from the room behind the one in which the fairy car was displayed. The second grade teacher became wistful, too. "I wonder," she longed, "how much it costs."

Betty Dawn bent her curly brown head until she could read the tag fastened to the front axle. "One thousand two hundred and ninety-five dollars," she drawled slowly, "and"—here she giggled convulsively—"and I have exactly three hundred and four dollars in the Trust Company."

Miss Brooks sighed. "Come on." She tucked her hand in the curve of Betty's arm. "We must hurry. I'll be late for supper at my boarding house now."

They were at the next corner before Betty Dawn spoke. "If I could buy that car," she spoke wistfully, "I would take every one that I know out riding almost every day. Couldn't I make a lot of people happy for Christmas and then all the time afterwards? Now couldn't I, Miss Brooks?"

Miss Brooks' eyes were very tender. "You *would*, dear," she said in the tone she used toward only her tiniest scholars. "If anyone would, it would be you. And please don't forget to bring your order for the cards in the morning. We can mail them in the same envelope that way."

The snow crunched under Betty Dawn's feet as she hurried up the walk to the front door of her boarding house. It was a very, very quiet, aristocratic house that sheltered very aristocratic boarders.

*It was snowing when Betty Dawn hurried down the walk from the school building*

To begin with there was Judge John Graves of the Superior Court. He was the most famed of all the aristocratic boarders because he had been there for the longest time. And close after him were all the others—William Hanlow, managing editor of the *News*; Priscilla Warren, president of most of the Women's Clubs in her home town; Mary Randolph Brown, a writer of renown; and Betty Dawn, first grade teacher of the Warren School.

Now Betty Dawn was the newest boarder of all. Last year she had never heard of Miss Janet's aristocratic boarding house or of the renowned boarders.

Judge John Graves was in Miss Janet's living room, when Betty Dawn opened the door. For one minute he eyed her in an absent-minded way and returned to his paper. "Sixty days," Betty giggled to herself and moved on to examine the mail on the library table. She had found the one letter bearing her name and was turning to leave the room, when the dinner gong sounded. She gasped, and clutched at her tam and the lapels of her coat. She would be late again. Tremblingly she watched Judge Graves stalk majestically toward the dining room. Miss Warren and Mary Randolph Brown came down the stairs and after barely nodding at Betty followed in the Judge's wake.

A quick turn toward the stairway and Betty Dawn came face to face with the *News*' managing editor, William Hanlow. "Don't go upstairs," he commanded Betty Dawn. "The Judge will have the biggest portion of steak and all the mushroom sauce upon his plate before you can get to the table if you do. So chuck your wraps into the hall closet here."

Tremblingly Betty "chucked them" and with the letter clutched in her hand she accompanied the big editor into the dining room. Her heart beat so violently that she was almost afraid the big editor might hear it, and her slender little hand could hardly contain its longing to creep into his great one.

Did the great editor himself suspect it? Betty Dawn was positive that he did not. So engrossed in making his newspaper the best one in his state and his bank account the largest one in his community was he, that he didn't have time to care for anyone.

At the beginning of the second course, he noticed the letter lying beside her plate.

"Why, you didn't take time to even open your letter! It must be a love letter," he laughed.

"No, no," she stammered. "No, no." And then to prove her assertion she tore open the envelope and drew from it a thin letter and a short slip of pink paper. She looked at it—then stared—and gasped out loud.

Miss Janet who had entered with hot rolls was all solicitation. "My dear, not bad news," she began. "My dear Miss Dawn—"

For Betty Dawn had pushed back her chair and was standing beside it near the table. Her eyes were alive with excitement and her hands

*He saw the wistful look in her eyes the minute she made the turn in the stairway and her little start of surprise brought him up the steps, two at a time*

were trembling. "My wish came true—my first day of December wish did," she faltered. "This is a thousand dollars and it is all mine. There was a prize offered for a story last summer in a paper. And I wrote a story and I won it—the whole thousand dollars."

A long, surprised silence followed Betty Dawn's announcement. Mary Randolph Brown had tried for that same prize. Now she stiffened perceptibly; Priscilla Warren smiled almost sarcastically, and big Judge John Graves offered a frosty congratulation, in exactly the same tone that he would have used in passing a lengthy sentence. But the great editor who was just then thinking in terms of bonds was too much engrossed in that subject to show his amazement over the primary teacher's accomplishment. He, however, offered advice after the manner of his thoughts. "I can show you some good investments for your money, Miss Dawn," he said. "Some that will pay you unusually good dividends."

With her lips parted she stood, still looking like an animated creature, entranced by visions from another world.

And then in a voice as musical as a Christmas bell she made her announcement. "I am going to invest my money, Mr. Hanlow," she said. "And I've already planned just how. It's an investment that is going to pay big dividends —dividends in happiness, you see."

Breathlessly she tripped up the front stairway, at the school the next morning. With eyes shining she made her way to a group of teachers near the center of the hall.

After the upper grade teachers had gone to their rooms Betty Dawn and Miss Brooks lingered in the hall—Betty telling the story of her STORY that had made her Christmas dreams become a reality.

"He told me to invest my thousand dollars," Betty Dawn ended, quite forgetting that Miss Brooks knew nothing at all of the great editor. "And I did—in an investment that I'm sure will pay great dividends—dividends of happiness. For—" Betty Dawn's eyes were full of the tenderness that Miss Janet called "the love lure," "everybody that I ever hear of, who never got to ride in an automobile, is going to ride in my Merry Christmas Automobile. Why Miss Brooks, just think, most of my little kiddies never get to go out to the country. We can take loads of them now. And Jakey Greenberg's grandfather, who is lame, says he would like to go along Main Street and look in at all the windows again. He hasn't done that for ten years. So now I'm going to take him."

Two days later Betty Dawn's investment paid its first dividends. Eight happy, wee children, to whom an automobile had always been a thing to be admired but not to be ridden in, and a teacher, most of whose knowledge of the same had been acquired from riding in jitneys, were recipients of them. Betty Dawn, a radiant Lady Bountiful, beside the demonstrator of the machine, drove the beautiful car herself.

Smiling Miss Brooks looked over Betty Dawn's shoulder. "Since it is to be put to the same use all the year around it might be called a dividend car," she volunteered.

"What do the exclusive people up at your aristocratic boarding house think of your purchase?"

It was a long time—not until the children were out of the car and Betty Dawn and Miss Brooks were alone—before the question could be answered. However, immediately after the asking of it, part of the joy left Betty's brown eyes. For the people at Miss Janet's boarding house decidedly disapproved of the purchase.

Judge John Graves' icy words of disapproval did not trouble her in the least; neither did the sarcastic ones of the two successful women, who graced the same table that she did. But when the editor of the *News* looked his disapproval Betty Dawn's heart sank to the blackest depths of despair. "If he would only say something," she wished. "It would help me if he would—if it were just to scold."

Yet William Hanlow maintained his silence with the aloof manner that was characteristic of him. As he sat opposite the little primary teacher from the Warren School, he watched her and wondered why she was so prodigal of her wee fortune.

"But women are always prodigal," he reasoned with himself. "And some men, too," he finished truthfully. "The unsuccessful ones are."

"After all she's but a child," something within him persisted in whispering. To stifle that whisper he turned his eyes toward Judge John Graves and his lips became hard as if in imitation of those of the Judge himself.

It was this hard look that brought tears near to the surface of Betty Dawn's eyes and an ache deep into her heart. "Dividends of happiness for other people," she thought wistfully. "Oh, how I'd like to have some for myself."

That was the week before Christmas and every day during that week and the one that followed it the new car did its best to pay double dividends. Tired teachers, wistful, longing primary babies, and helpless old people shared in the profits as if they all were equal stockholders. "I feel so Christmassy," Miss Brooks laughed girlishly as she filled gay red candy boxes to take the place of the once desired, dignified Christmas cards. "So does everyone else in the Warren School. And it's all because you made your happiness investment, Betty Dawn. I believe that you're the very happiest one of all of us, too."

"Next to Jakey Greenberg's grandfather," Betty Dawn smiled wistfully, but Miss Brooks didn't understand the wistful quality of her smile.

At the same time a very young reporter on the staff of the *News* was seeking his chief's office. "A big story—a regular Christmas feature," he said breathlessly.

William Hanlow pushed back the copy he was reading and glanced up at the youngster. "Yes?" he murmured and waited.

"An old man in the Jewish part of town gave it to me," the reporter was still excited. "Teacher at the school down there had the whole district full of the Christmas spirit. Seems as if she had some money and invested it so that it would pay dividends of happiness, she said. Bought a big car—"

For a minute he hesitated. Actually his chief was listening. "Didn't buy it for herself," he continued. "Bought it for the teachers and kids and patrons down there. Every day

she has it filled with kids and invalids and all sorts of derelicts. Last night that old patriarch told me the story." He glanced at his notes— "Ishmael Greenberg, and her name is Betty Dawn. Well they went [*Continued on page 13*

# CURRENT COMMENT

By E. T. STRONG—General Sales Manager

JUDGING from the wonderful reports being received from all parts of the country the indications are that the new 1924 Buicks—because they are so far advanced mechanically, as well as in design and appearance—will be driven by their original owners for a much longer time than is usual with the average car.

This is due to the advanced engineering and the sound mechanical construction of the new Buicks.

More Buicks are being sold now than ever before. And the only reason that sales are not still greater is that there are still many people who do not know how good the Buick really is.

A thorough inspection of any of the Buick models will convince anyone of their unusual value. From every standpoint they meet the requirements of the motorist. They are dependable and durable because they are built on principles that have stood the test of years. They are distinctive in design and finish, and to own one marks the motorist as a man of discrimination and good taste. They afford maximum comfort both to driver and passengers; they are easy to handle and control and they have the additional safety provided by four-wheel brakes. No matter by what standard a motorist chooses a car he will find that the Buick measures up to that standard and that it will give him one hundred per cent satisfactory service.

CONSIDER the new Buicks from the standpoint of appearance. Notice the long, graceful lines; see how every detail harmonizes with the car as a whole. Observe the careful finish and the tasteful use of nickel and aluminum in just sufficient quantities to set off the solid color of the bodies. Note the effect of the carefully tailored tops on the open models, and the graceful lines of the closed models.

Look at the interior and see the fine grade of upholstery and the neatly carpeted tonneaus, the foot and robe rails, the conveniently arranged instrument board. Then decide if from the standpoint of appearance alone the Buick is not truly the Standard of Comparison.

These are things that can be taken in at a glance. But examination shows that this mental impression of beauty and distinctiveness that you get the moment you look at a Buick is due to carefully designed details.

But no matter how fine the appearance of a car may be it is not likely that you will be satisfied with this alone. You will want to know that there is power, speed, durability, comfort and reliability as well. And you will find all these things if you examine the Buick further.

Lift the hood and examine the compact Buick Valve-in-Head motor. This type of motor has been used by Buick from the very beginning. Its principles have never changed but it has been steadily developed until it reached its present efficient stage. It has ample power and will develop speed far beyond the usual requirements. It too is a Standard of Comparison.

WHILE the hood is raised notice the other details of Buick construction. See how the newly designed, cellular type radiator efficiently cools the motor. Look at the fan and notice how easily the wide belt can be replaced, without removing any part of the motor mechanism. Look at the large water pump that assures proper circulation of the water and efficient operation at all speeds. Observe such minor details as the wiring, encased in reinforced rubber conduit and carried through heavy rubber grommets. This is one of the reasons for the low insurance rate on the Buick but it means much more than that to the owner because it assures him of dependable and efficient operation.

The Delco single unit system for starting, lighting and ignition is another feature that contributes to the reliability of the Buick. The further you go with your examination of the Buick the more you will be convinced of its correct and careful construction and with the fact that in every way the mechanical parts measure up to the standard set by the Buick's outward appearance.

AFTER you have carefully examined the Buick this way, get in the driving seat and test the car's performance for yourself. Realize the power and speed of the motor and the feeling of safety that Buick four-wheel brakes give. Here again you will find that your general impression of comfort and ease is due to careful attention to many details.

You will find the wide, deep upholstered seat tilted at the angle that is most comfortable for driving. The steering wheel, too, you will find set at an angle that assures ease and comfort on the longest drive.

You will find that the clutch pedal operates easily, smoothly and positively. The gear-shift lever, you will find, can be moved with the finger tips, and the brake pedal responds with slightest pressure. You will also find that the heat regulator can be operated from the driving seat. It is not necessary to lift the hood and make adjustments in order to insure proper vaporization of fuel when the weather changes. The ignition and light controls, the speedometer and ammeter are conveniently grouped in a panel.

After you have observed the careful attention that has been paid to the comfort and convenience of the driver, examine the Buick still further and you will find equal regard for the comfort of every passenger. All the seats are wide, deep and comfortable, and there are convenient foot rests and robe rails. In fact you will find in the Buick everything that is needed for complete motoring comfort

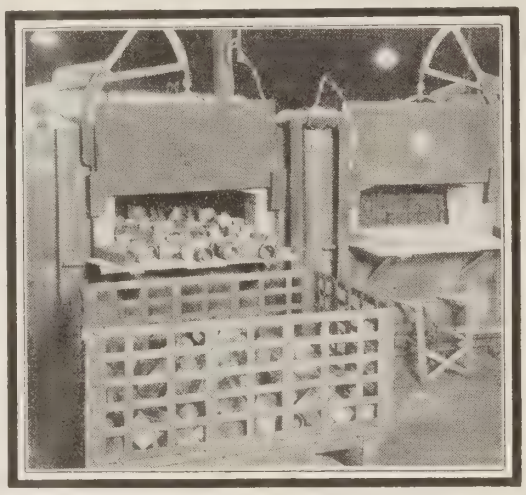
THOUSANDS of motorists are already aware of these many qualities in the Buick. That is why Buick sales are mounting so steadily. Motorists everywhere have been using the Buick for twenty years. They know from experience how reliable the Buick really is. Examination of the new models convinces them that all the qualities that they found in their former Buicks are present with many improvements and added points of advantage.

In addition to these motorists, who have been familiar with Buick qualities for years, many other motorists who know the Buick only by name are examining the new models. That they are impressed with the appearance, the serviceability and the sound value of the car is clearly indicated by Buick sales records. Hundreds who never owned Buicks before are buying Buicks now because a demonstration of the car has convinced them of its merits. After a thorough inspection and test of the new models they know that regardless of the price they pay or the car they buy there is no better value than the Buick.

# Building Valve-in-Head motors for Buick Fours

INASMUCH as a motor is the heart of an automobile and is most vital to its success, the story of the care with which the Buick Valve-in-Head four-cylinder motor is built will prove of interest to thousands about to invest in the Buick Four as a means of personal transportation.

That this is so is indicated by the fact that every day scores of persons visit the immense Buick plant at Flint, Michigan, and make a tour of the factories. There they learn at first hand one of the principal reasons for Buick success—the huge industrial organization that stands behind the car. They see the efficient and up-to-date production methods that cut expense to a minimum; they see the care with which the various parts of the car are assembled and they see the careful inspection to which each operation is subjected and they gain a fuller realization of why Buick has so steadily maintained its place in the forefront of the motor industry.



*The pistons in the Buick Valve-in-Head motor of the Buick Four are specially heat-treated to insure durability. This picture shows the heat treating ovens*

As they watch the building of the Valve-in-Head motor, visitors to the Buick factory also gain a new conception of the careful designing and planning that has preceded the actual construction work. They learn that the four-cylinder motor is not only correctly and efficiently built but also that it is built on well defined principles that have proved their worth in years of actual service.

For more than twenty years Buick has been building Valve-in-Head motors. At the outset the Valve-in-Head principle of construction was chosen because lengthy tests had proven motors of this type to be the most efficient, reliable and economical. Having adopted this principle Buick worked steadily to develop a motor that would give the car owner one hundred per cent efficient service. Each year has seen new developments that have made the Buick Valve-in-Head motor still more valuable to the owner of a Buick.

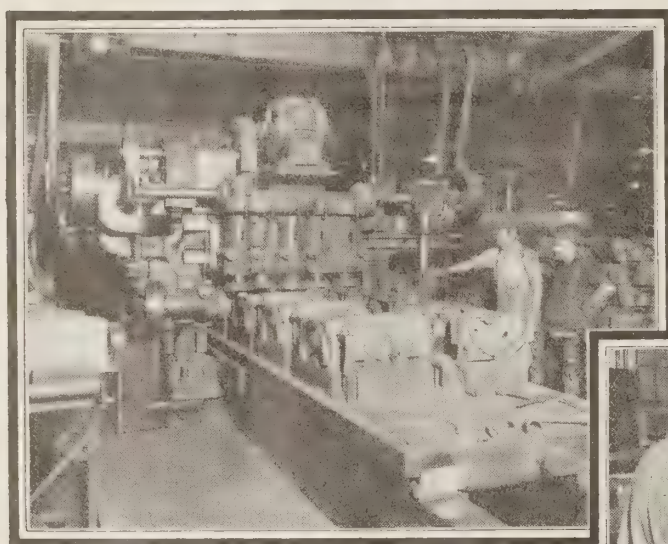
With designs and plans carefully prepared, the first actual step in the building of the four-cylinder motor is the casting of the cylinder blocks and the crankcases. This work is done in the Buick foundry, one of the best equipped in the world. Here as many as five hundred tons of metal are melted and poured in a single day. Efficient production methods make this large output possible, as for instance the huge overhead conveyers which whirl the molten metal from the furnaces to the molds. Buick's long experience in motor building is reflected in the products of its foundry. Exactly the right grade of material is used to assure long wear and service and this is expertly handled so that the finished castings are correct in every detail.

Leaving the foundry, the castings are thoroughly seasoned before they are sent on their way to form parts of the Valve-in-Head motor. After the seasoning process the castings are taken to the motor plant and another interesting stage of manufacture begins.

Entering the motor plant, the visitor to the Buick factories finds more than seven and a half acres of floor space devoted to this part in the manufacture of the Buick car and he sees thousands of skilled workmen busily engaged in assembling the various parts into a finished product. In spite of the immense space and the many workers there is not the slightest confusion. The castings move down the main assembly line acquiring new parts at every point in a manner that explains fully why this method of manufacture is called the progressive system.

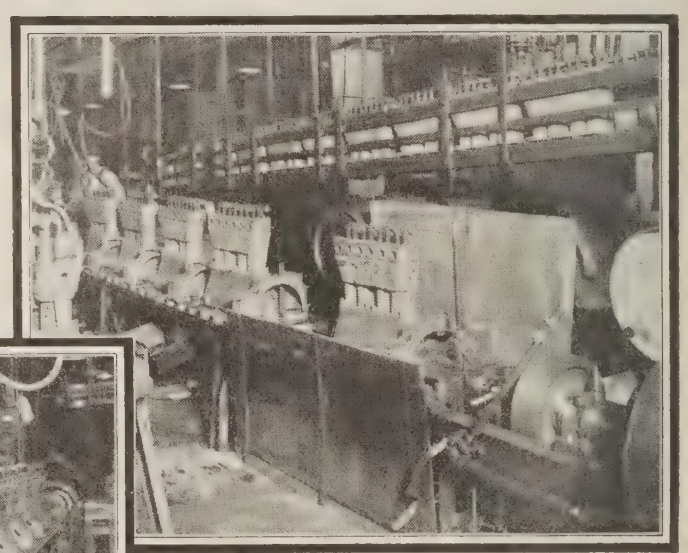
The castings from the foundry are placed on conveyers, that move on tracks down the main assembly line. At right angles to this main assembly line are other lines. At the outer ends of these lines, raw material is taken and passes along until it reaches the main assembly line as a complete part, ready to be included in the motor.

The lower half of the crankcase is first placed on the wheeled assembly stand. The crankshaft joins the main assembly line as the castings arrive from the machining process.

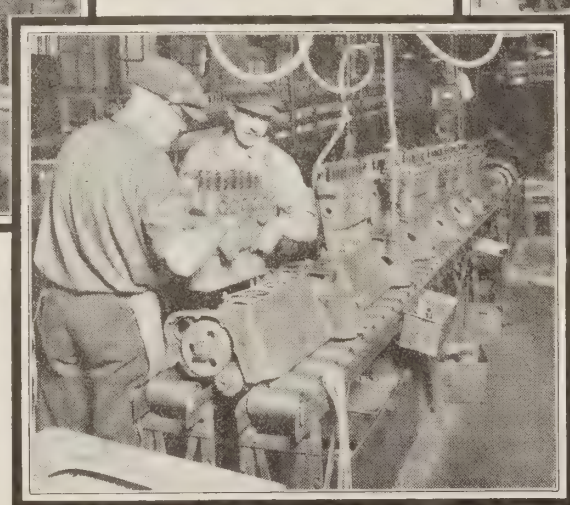


*After the cylinder blocks, crankcases and other castings for the Buick Four are taken from the moulds they are milled to obtain even surfaces. One of the milling machines is shown here*

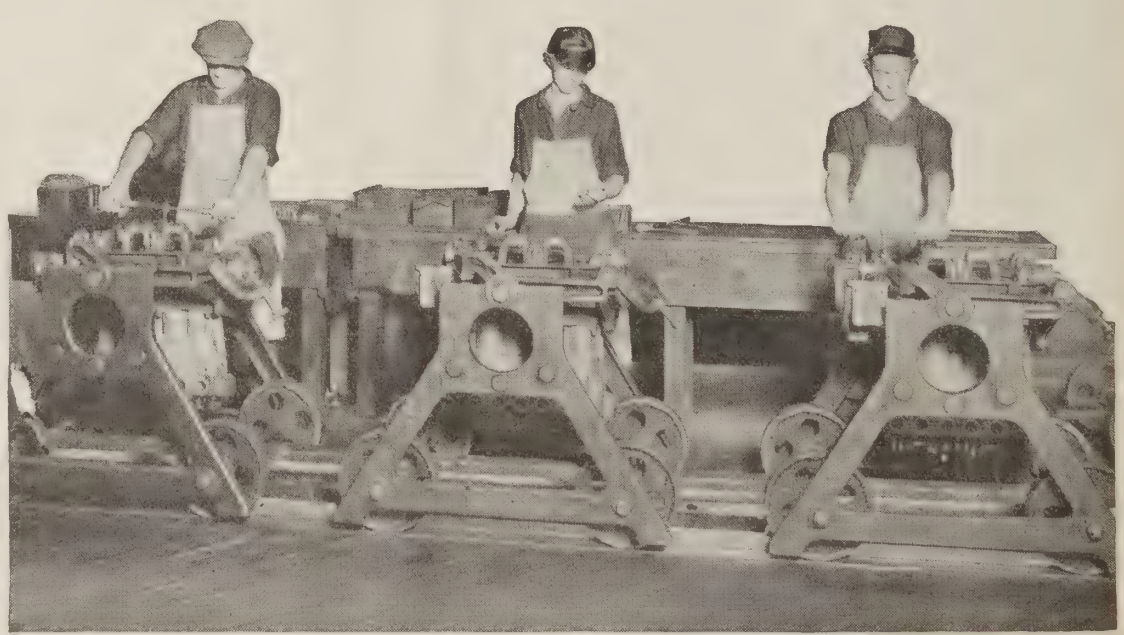
*Below—Each unit of the Buick Four motor, as it is completed, joins the main assembly line and is put in place. This picture shows the cylinder block being attached to the crankcase*



*This view shows the crank and camshaft bearings being burnished in to insure smoothness of operation in the motor*



*Below—After the burnishing in process, the bearing caps are taken off and the bearings are carefully inspected before the work of assembly continues*

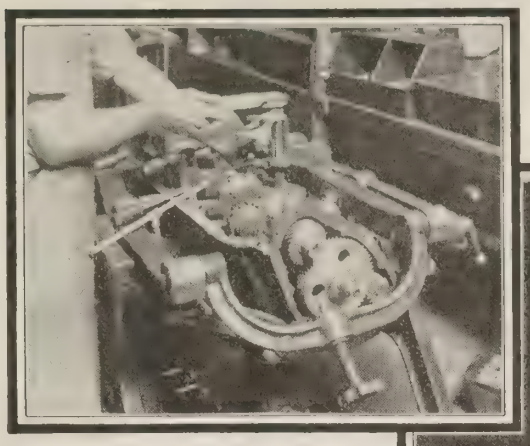


Each operation in the assembly is handled by a separate crew of men. Their concentration on this one task makes them experts and they are able to do the work with accuracy and efficiency as well as speed.

The pistons and connecting rod assemblies next reach the main line and are quickly attached.

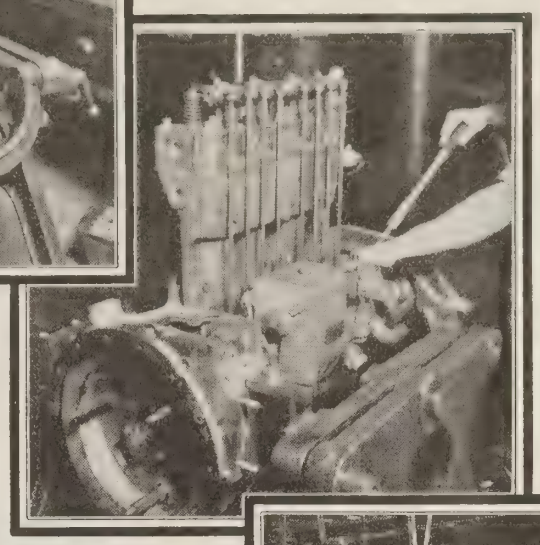
As each operation is finished the wheeled assembly stand is pushed to the next crew and so the work of assembly goes steadily forward.

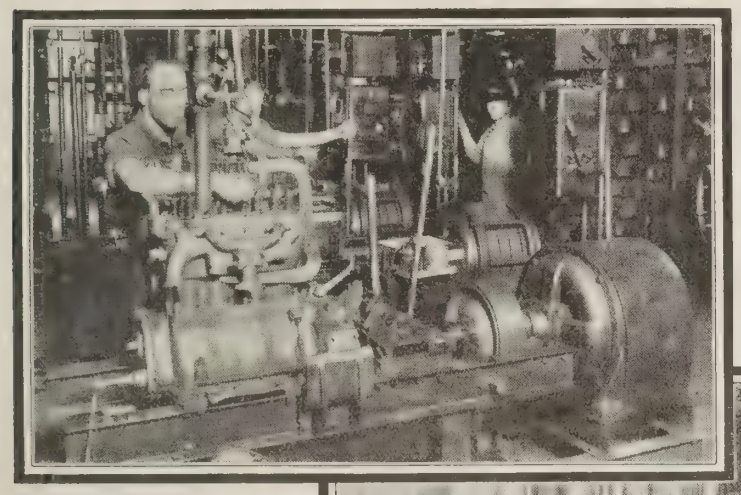
Although each crew of workers is composed of experts in that particular operation, Buick is not content with the accuracy thus assured. Each series of operations is subjected to a careful examination before the assembly work is continued so that any inaccuracies are detected and corrected long before the motor reaches completion.



*This picture shows the oil pump and feed pipes being attached to the motor of a Buick Four*

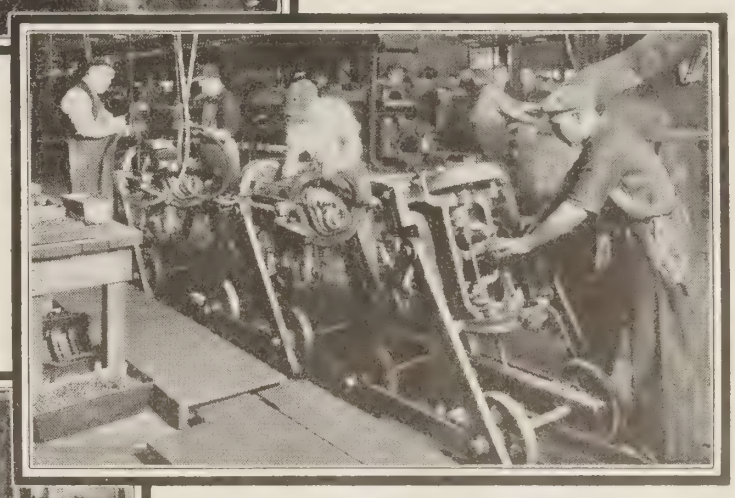
*Below—This view shows how the Delco unit and the large water pump are attached to the motor of a Buick Four as it moves down the assembly line*





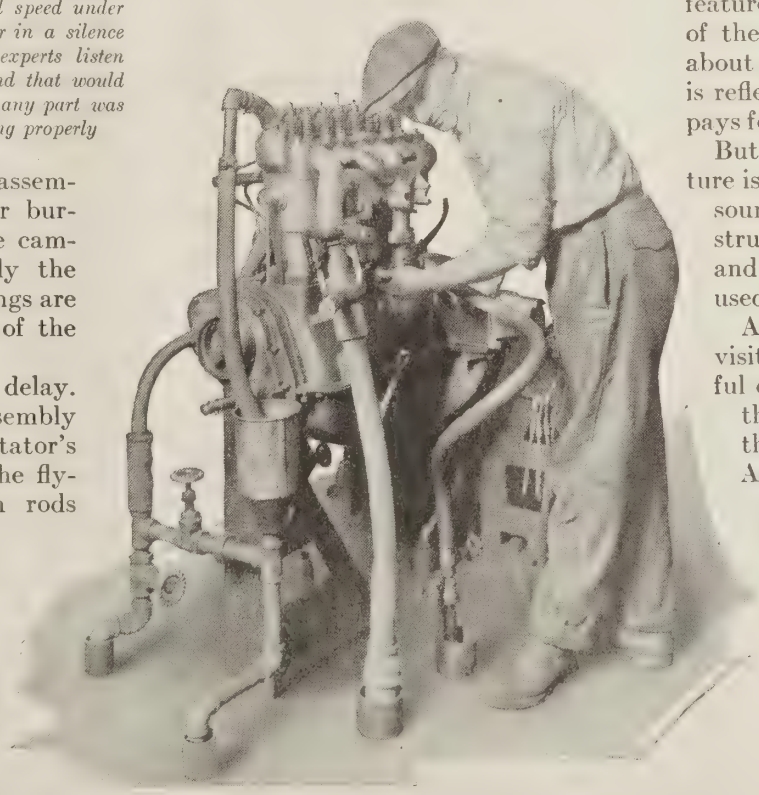
*When the assembly has been completed the motor is hooked up and operated by an electric motor. While it is in operation the motor is lashed and tuned up in preparation for the block test*

*Below—In the block testing department, water and natural gas pipes are attached to the motors and they are run under their own power for several hours*



*After the block test has been completed, the bottom crankcase is removed and the bearings are inspected. The pistons are taken out and examined and every part of the motor is given a thorough inspection*

*Below—Each of the motors is run at full speed under its own power in a silence room while experts listen for any sound that would indicate that any part was not working properly*



After the pistons and connecting rod assemblies are in place, a running-in motor burnishes the crankshaft bearings and the camshaft bearings. Later in the assembly the bearing caps are taken off and the bearings are carefully inspected before other parts of the motor are assembled.

At no point is there the slightest delay. The motors pass steadily along the assembly line, literally growing before the spectator's eyes. The flywheel is attached, then the flywheel housing is put in place. Push rods and rollers are added.

The sturdy water pump, with its unusually long and thick packing backed up by brass glands, is fitted in place. Then follow the Delco generator, the oil pump and the oil feed pipes, the bottom cover, the manifolds, the timing gears and their covers.

The motor is hooked up and operated by an electric motor. While the motor is in operation it is lashed and tuned up in preparation for the block test.

After the motor has passed this careful inspection it is conveyed to the testing department. Here water and natural gas pipes are attached and the motor is run under its own power for several hours. It is carefully watched during this test by expert mechanics in order to assure that every part is working in perfect harmony.

When this test has been completed, the bottom crankcase is removed and the bearings are carefully inspected for any signs of wear. The pistons are taken out and examined and every part of the motor is given a thorough inspection. The motor is then assembled again and is ready for its final test in the silence room.

Each of the motors is given this test in a separate room. The motors are run at full speed under their own power while expert motor mechanics listen carefully for any sounds which may indicate that some part of the mechanism is not functioning properly. This test is very thorough and each motor must perform satisfactorily before it receives final approval.

When this approval is given the motor is ready to be assembled in the Buick Four. Buick trains carry the completed motors to the main assembly plant. In the meantime other trains bring transmissions from another plant to the same point. Other units of the car are brought together in the same way so that the building of the Buick Four continues without a halt.

The efficient progressive system of manufacture, the automatic conveyers and the other features of the motor plant reduce the handling of the motor to a minimum and thus bring about a reduction in overhead expense which is reflected in the low price that the motorist pays for a Buick Four.

But interesting as this system of manufacture is, it merely serves to show the visitor the sound principles that are followed in the construction of the Buick Valve-in-Head motor and the quality of the material that is used.

As each part is built into the motor, the visitor has an opportunity to observe its careful construction, and seeing the parts before they are completed he is able to realize the high grade of material that is used. And here he finds the explanation of why the Buick Valve-in-Head motor is so efficient, so powerful and so durable.

Attention is not centered on any one part. It is the motor as a whole in which both Buick and the Buick owner are interested. All of Buick's experience of more than twenty years in motor building stands behind the designing and planning of the efficient Valve-in-Head motor. It is built of the highest grade material and under methods that reduce cost to a minimum. And there are such constant inspections at every step in the motor construction that it is little wonder that the Buick Valve-in-Head motor in the Buick Four has won and kept a place in the motor industry that is second to none.

# Performance in the hands of the pu

## *Buick owners praise 1*

A Buick four-cylinder car quickly d
comfort for passenger and driver; and
as its power, speed and economy.
letters on these pages, recently
Buick four-cylinder V

### Good, Honest Value

My new Buick, a 1924 Four-Cylinder Touring, is by far the best Buick I have ever owned. The riding is good; the car holds the road. The Buick four-wheel brakes certainly stop the car in a very short distance. I consider the Buick good, honest value.

Burt Raymond
Wayne, Michigan.

*Women find in the Buick Four comfort and ease of control as well as distinctive appearance. The closed models in the 1924 line are complete in every detail and have proved their merit by actual service in the hands of thousands of owners. Women owners are among the most enthusiastic in praise of the new Buicks. This picture shows Mrs. Freda Frederick Grant, of New Kensington, Pennsylvania, with her 1924 Buick four-cylinder Coupe. She writes: "I have driven different Buick cars over 50,000 miles and have always enjoyed a sense of security and comfort"*

### Likes Riding Qualities

It is indeed a great pleasure for me to be able to advise you that my 1924 Buick Four-Cylinder Coupe has proven satisfactory in every respect. I have traveled about 2200 miles and thus far have had absolutely no trouble with the mechanism, and find the riding qualities equal to larger and heavier cars that I have owned in the past. The Buick four-wheel brakes are a valuable feature.

William G. Skutch
*Secretary*
The Closure Service Company
Toledo, Ohio.

### 1924 Buick Four Pleases

We are very much pleased with our 1924 Four-Cylinder Buick Sedan. The performance is as nearly perfect as can be expected, and the body lines and details are not slighted in the least. The Buick four-wheel brakes give you much more efficient braking.

Eunice Metcalf
Flat Rock, Michigan.

### Recommends Buick to Friends

We purchased a 1924 Buick Four-Cylinder Touring from the Davis Motor Sales Company, Toledo, Ohio, in August and although it is not the first car I have owned it is the first Buick. I can certainly say that I am highly pleased with it, and with the added feeling of safety that the Buick four-wheel brakes give, I can highly recommend the new Buick to any of my friends.

William H. Back
Toledo, Ohio.

### A Wonderful Car for Women

You may be interested in knowing how my 1924 Buick Four-Cylinder Roadster is performing. First I will say that I had rainy weather all the while I was away on my vacation trip and the roads were not good. Even the main gravel roads were showing the effects of rain and the lack of sunshine. One place I had to detour five miles and at times my running boards were dragging in the mud. When I got over in Illinois, new cement culverts were being put in. It seemed as if they were putting in one every half mile for three or four miles. To get by these I had t drive in the ditch around the end and some the places were next to impassable. Howeve had no trouble getting by.

On my trip home I drove 509 miles gallons of gasoline, and I think that is g a new driver and the road condition. T is a wonderful woman's car.

Katherine Meekle,
Iowa Soldiers' Ho
Marshalltov

# lic is the real test of motor car value

## 24 *four-cylinder models*

nstrates its beauty of appearance; its
ease with which it is handled, as well
lence of this fact is furnished in the
eived from purchasers of 1924
e-in-Head motor cars.

*Buick four-cylinder open models have the same distinctiveness of line, color and equipment as the closed models. Their durability, power, speed and economy are other features that appeal to the thousands of owners who are now using them. This picture shows Rev. Howard J. Baumgartel, pastor of the Presbyterian Church, of Parnassus, Pennsylvania, with his 1924 Buick four-cylinder Touring. He writes: "The 1924 four-cylinder Buick combines beauty with power and performance. The Buick four-wheel brakes furnish added control which could be had in no other way"*

### Buick Thoroughly Pleases Him

I AM anxious to tell you how well I like your new model Four-Cylinder Touring Car.

This is my first Buick but the fifth automobile I have owned and driven and I don't believe I will ever have anything else. The car thoroughly pleases me.

C. A. GAMBY
Toledo, Ohio.

### A Car of Great Merit

THE 1924 Buick Four-Cylinder Touring that I purchased recently is proving to be a car of great merit. With its sturdy chassis; newly designed body; four-wheel brakes; Buick Valve-in-Head motor; and perfectly co-ordinated parts, it would appear to be the last word in automobile construction. It is powerful and reliable, and in my opinion is truly "The Standard of Comparison." The marvel is how a car of this class can be put upon the market at the price asked, as it is the peer of any, and surpasses many that sell for more dollars.

L. HARRINGTON
Normal, Illinois.

### Buick Exceeds Expectations

I WISH to express my appreciation of my 1924 Buick Four-Cylinder Roadster. It far exceeds my expectations. I do not think there is a car on the market that can come anywhere near it for the price. I feel sure that I will continue to be pleased with its performance and will derive a great amount of satisfaction from driving it.

C. E. WOOD
*Service Manager*
Blood-Brothers Machine Co.
Allegan, Michigan.

### Economical to Operate

IN August I purchased through the Winder Mobile Company, a 1924 Buick Four-Cylinder Touring and since that time have driven the car 1028 miles over all kinds of roads. The car has come up to my expectations in every respect and I am more than pleased with the Buick four-wheel brakes. I find the car very economical to operate and very comfortable to ride in.

O. E. SUMMEROUR
Winder, Georgia.

### Trades a Six for Buick Four

I AM more than pleased with the 1924 Buick Four-Cylinder Touring for which I traded my D-45 Six-Cylinder Buick. I had driven the D-45 more than 150,000 miles at an extremely low expense but I feel that the Four-Cylinder will do even better.

HOWARD ALTENBERGER
Upper Sandusky, Ohio.

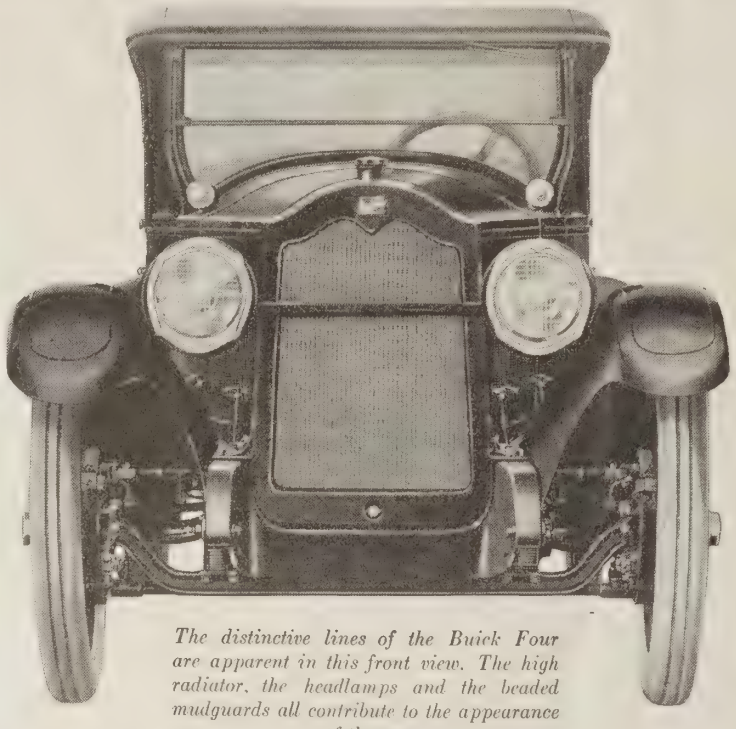
# Regardless of the car you buy or the price you pay

ONCE a prospective purchaser has carefully gone over a Buick four-cylinder car in its every detail its superiority will be forcibly impressed on his mind. An examination of a Buick four-cylinder car will reveal a type of construction that leaves absolutely nothing to be desired.

An unusually great number of distinctive features that contribute toward comfort and convenience are found in the Buick four-cylinder model.

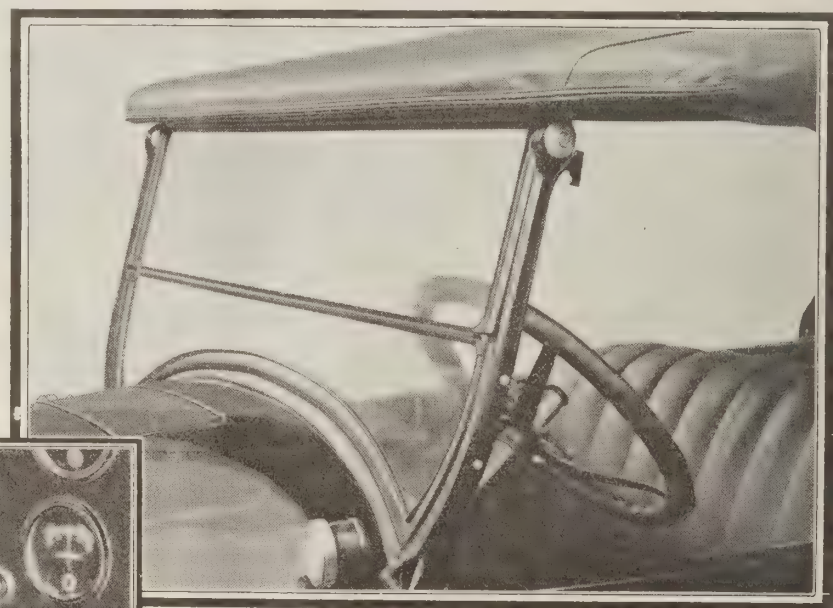
Viewed from any angle the four models in the Buick four-cylinder line for 1924 are beautiful and distinctive. The new high radiator carries out the fine lines of the body and top and the fenders also contribute to the graceful appearance. The color of the bodies is pleasing and refined and is heightened by such details as the nickel front rims on the head and side lamps and other nickel parts, as well as the single beading on the new side aprons. The striping of the wheels and body is another detail, which, although small, adds much to the appearance of a car.

In short the general appearance of the Buick Four is pleasing and correct and closer examination shows that this is true of every detail as well.

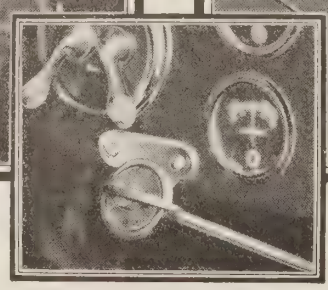


*The distinctive lines of the Buick Four are apparent in this front view. The high radiator, the headlamps and the beaded mudguards all contribute to the appearance of the car*

*The comfort to be found in the Buick Four is indicated by this picture. The seats, front and rear, are tilted at an angle which permits relaxation when driving*

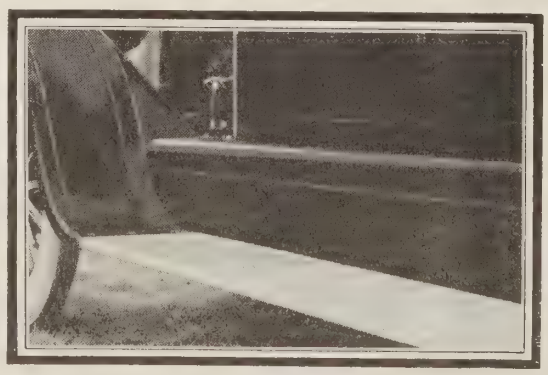


*The windshield is anchored in rubber and swings outward easily for ventilation. The ventilator and the carefully finished top can also be seen*



*Above—The heat regulator in the Buick Four is right at the driver's finger tips*

*Below—The neat running board of the Buick Four is set at a convenient height from the ground*



After examining the exterior of the Buick Four the next desire of the prospective purchaser probably will be to inspect the driving compartment and the tonneau. The first move in this direction brings out still further details of fine Buick construction and careful consideration of the motorist's needs. As the foot is placed on the running board it will be noticed that the running board is placed low to the ground. It will also be seen that the running board is of proper width and that all bolts and nuts are concealed by the new design apron. The aluminum binding, too, will be noticed as another touch of distinctiveness in the car.

As the flush-fitting door is swung open the prospective purchaser steps into the driving compartment and finds scores of new features to engage his attention. Probably his first impression will be the comfort and ease to be found in the wide seats of the Buick Four. He discovers that the seat is low and is tilted at an angle that allows the relaxation so necessary for driving in comfort. He notices that the buttonless cushions and the seat backs have the softness and resiliency of fine furniture and he learns that this is due to the special padding of curled hair that is used over double coil springs. In the Coupe and Sedan he finds upholstery of the highest grade plush and in the Roadster and Touring a fine grade of black leather so that he knows he is assured of durability and long service as well as comfort.

Soon, however, the person who is thus examining a Buick Four finds that his sense of comfort and ease is not due entirely to the carefully designed seat. He finds that there is ample leg room and space enough for real freedom of movement while driving so that he will not become cramped in an uncomfortable position.

The same neatness and attention to detail that mark the exterior of the car are apparent even in the floor of the driving compartment. The linoleum fits perfectly into place and is neatly bound with aluminum.

Having noticed these details, the person inspecting the Buick Four will next turn his attention to the controls. He finds the steering wheel set at an angle that contributes still further to the comfort provided by the seat. The spark and throttle levers are conveniently located on the spider, and the horn button, which controls the motor-driven horn, is accessible for instant use. The foot accelerator is of the button type and there is a rest for the foot. The brake and clutch pedals are conveniently situated and move with light pressure. The levers for gear shifting and applying the emergency brake are of convenient height and are within easy reach.

There is a heat regulator on the instrument board so that the driver can insure the proper vaporization of fuel at all speeds and in all kinds of weather. The ignition and light switches, the speedometer and ammeter are also conveniently grouped on the instrument panel. There is an instrument panel lamp.

The cowl ventilator, which fits flush with the cowl, is controlled from the driving seat by a simple lever. It is fitted with air deflectors so that there is no draft on the occupants of the car.

Another feature that will be noticed is the transmission lock.

Examination of these features in detail will reveal the same care in construction and finish as is found in all other parts of the car and taken as a whole they insure complete comfort and driving convenience for the driver of a Buick Four.

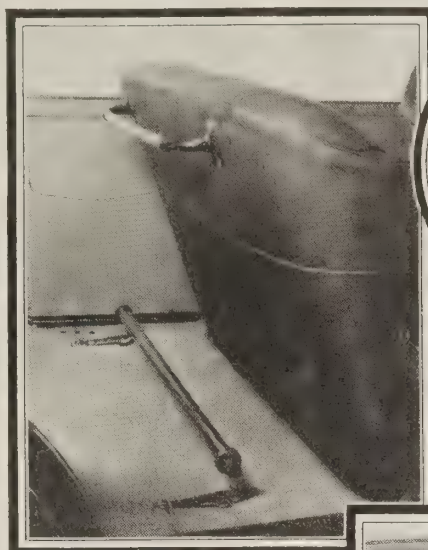
While the person examining the Buick is in the driving compartment it is a good time to examine the windshield. It will be found that it is the two-piece ventilating type and is anchored in rubber with a covered metal strip at the top as a further protection against wind and rain. It is easily adjustable from inside the car. The closed models are equipped with a sunshade and windshield wiper.

Before leaving the driving compartment the

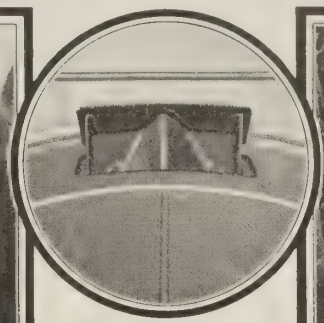
# there is no greater value than in a Buick Four

pockets in the doors with their neat flaps can be examined. It will also be seen how snugly and securely the door fits. This is due to the fact that there are two rubber bumpers in the doorpost and that the door is held by a dovetail joint in addition to the door lock. The dovetail joint takes all the strain off the lock and prevents the door weaving in any direction and developing a rattle.

Stepping from the driving compartment to the tonneau, the prospective purchaser who is examining the Buick Four will find in the tonneau the same careful planning for comfort and appearance that is apparent in the driving compartment. The rear seat, like the front, is wide and deep and is carefully upholstered over curled hair and double coil springs. The seat is tilted at an angle that insures complete comfort.

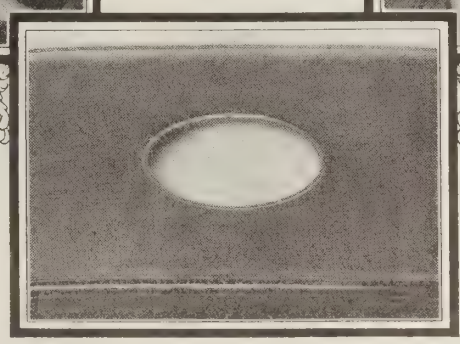


*There are neat carpets in the tonneaus of Buick Fours. The foot rail is neat and serviceable and the robe rail is solid and enduring*



*The cowl ventilator on the Buick Four fits flush with the hood, is fitted with air deflectors and is operated by a simple push lever*

*There is plenty of legroom in the driving compartments and tonneaus of Buick Fours. The linoleum on the floor is carefully fitted and is bound with aluminum*

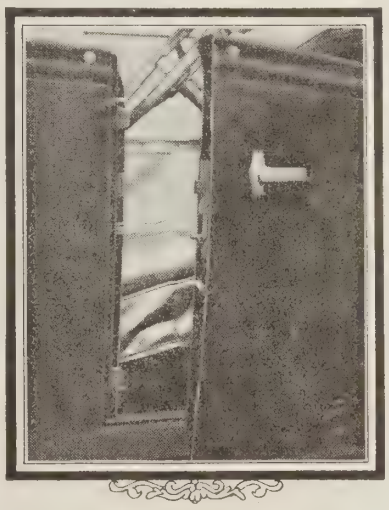


*The large rear window lights on Buick Fours are bound with nickel and are fully in keeping with the rest of the neat finish*

The floor of the tonneau is neatly carpeted and there is a convenient foot rest that emphasizes the roominess which adds so much to comfort in driving. There is a robe rail, carefully finished and solid in construction, on the back of the front seat. Examination of this also reveals the careful upholstering of the backs of the seats. There are convenient

*There is no opening between the mudguards and the body of the Buick Four. The car is completely protected against mud and water by the substantial rear fender*

*Right — Doors on Buick Fours close firmly and do not rattle. There are two rubber bumpers and a dovetail joint which takes the strain off the door lock and prevents weaving in any direction*

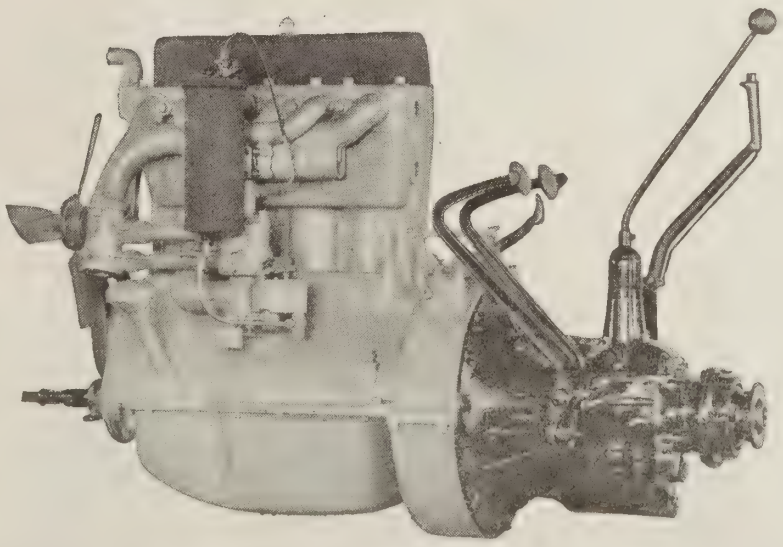


*Below—The compact Buick Valve-in-Head motor is the product of more than twenty years' experience in building motors upon principles that have proved their worth in actual service*

*No metal touches the spare tire on the Buick Four. The tire is held in place on the rim of this carrier by an easily operated clamp*

pockets in the doors and the doors close as firmly and snugly as those of the driving compartment, due to the rubber bumpers and the dovetail joint.

After all these points have been examined attention will probably be centered on the top, if it is an open model that is being inspected. The neatness and careful finish of the top is immediately apparent. There are no cross straps, or pockets for side curtains, to mar the appearance, and at every point the top has that carefully tailored look that is associated with the best in motor cars. The fasteners for the side curtains are flush with the body and hold the curtains securely in place when they are necessary for driving in wet or cold weather.



The careful finishing and fitting of the top can be still better appreciated from the exterior. The large window light in the rear with its nickel frame is a noticeable feature.

Another point that will be noticed is that there is no opening between the rear fender and the body. The wide fender completely protects the back of the car against mud and water splashes. In addition this type of construction also increases the fine appearance of the car.

The tire carrier is another feature of the Buick Four that is worth examination. With this type of carrier no metal touches the spare tire. It is carried on a steel rim and is held firmly in place by a clamp. It can be removed easily when needed. The tire is not chafed and it is held so rigidly that it will not flop against the back of the car and mar the finish of the body.

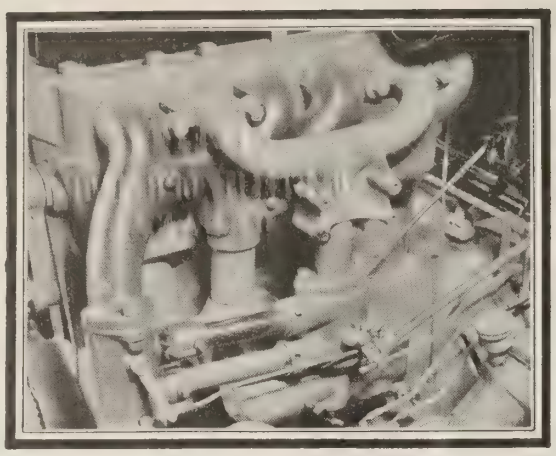
This is just another of the many features that combine to make the Buick car a highly desirable purchase from every standpoint.

Examination of the mechanical parts will show that the same careful workmanship and correct design are to be found there as in the body.

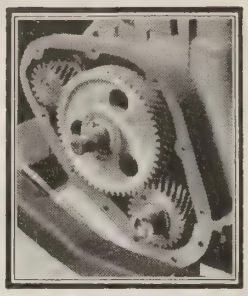
The Buick Valve-in-Head motor itself is worthy of detailed inspection. Powerful and compact, it is the result of more than twenty years' experience in building motors for cars that have been in the forefront of the motor industry from the outset. At the very beginning Buick decided on the principle of Valve-in-Head construction because thorough tests had shown motors of this type to be powerful, economical and thoroughly reliable. Having determined on this principle Buick adhered to it rigidly and has steadily developed the Valve-in-Head motor to its present efficient stage.

As is well known, in the Buick Valve-in-Head motor there are plain, unbroken cylinders with the valves located in the head of the cylinder. This reduces the water-jacketed space to a minimum and means that fewer heat units are wasted.

Then because the valves are located in the head of the cylinder in a straight line above the pistons, the dead exhaust gases are quickly and easily expelled and the combustion during each working stroke of a piston is more perfect because the fuel mixture is purer.

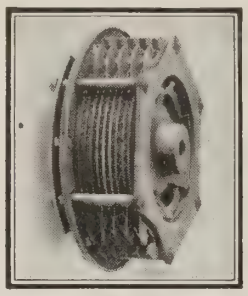


*Left—The intake and exhaust manifolds and the hot-air trap on the Buick Four Valve-in-Head motor are shown here*

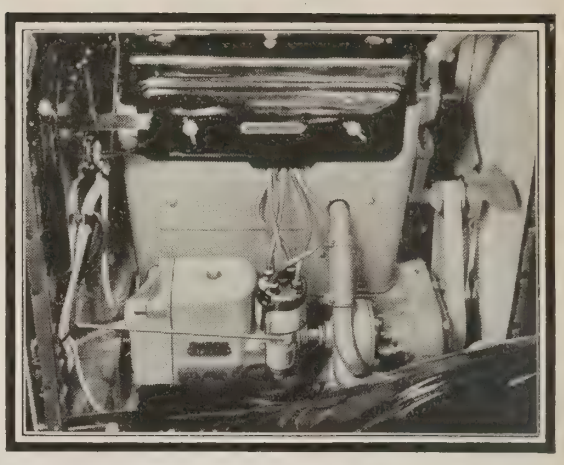


*The timing gears are unusually wide and are of the bevel-gear type so that there is no possibility of their getting out of order*

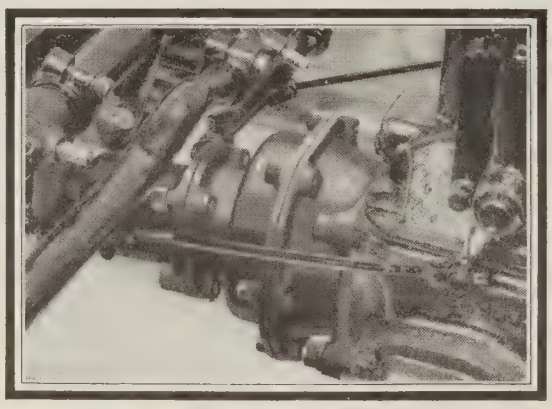
*Right—The Delco unit on the Buick Four and the large, rigidly constructed water pump are shown in this picture*



*This is the type of multiple disc, dry plate clutch that is used on the Buick Four. It operates easily and positively and engages smoothly*

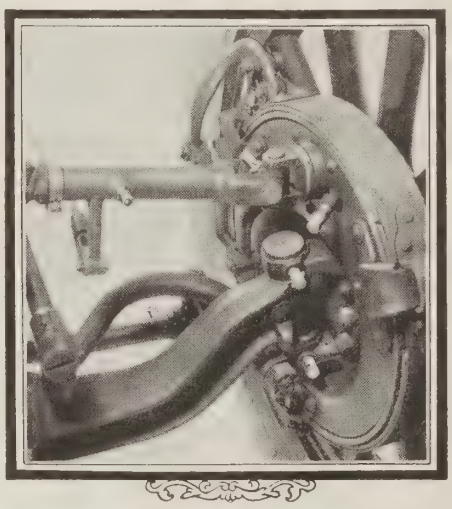


*All wiring in the Buick Four is encased in rubber cables and rubber grommets. This is one of the features that makes the Buick Four a Class "A" insurance risk*

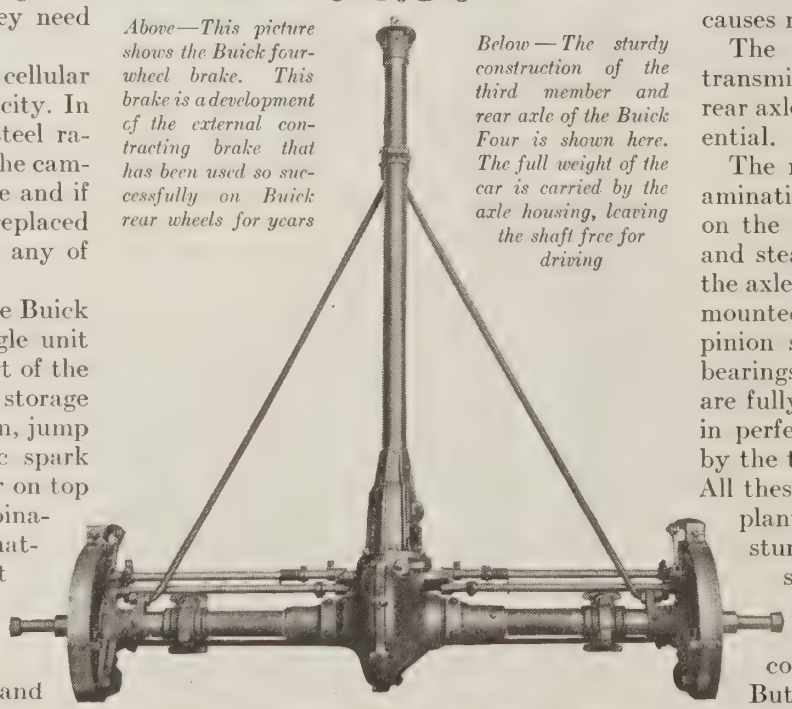


*The universal joint is enclosed in a large ball joint that connects the propeller shaft housing to the rear end of the transmission and takes both torque and drive*

*The fan on the Buick Four aids materially in cooling the powerful Buick Valve-in-Head motor. The wide fan belt can be replaced without removing any part of the mechanism*



*Above—This picture shows the Buick four-wheel brake. This brake is a development of the external contracting brake that has been used so successfully on Buick rear wheels for years*



*Below—The sturdy construction of the third member and rear axle of the Buick Four is shown here. The full weight of the car is carried by the axle housing, leaving the shaft free for driving*

In short, the Buick Valve-in-Head motor, because of its design, has more perfect combustion than other types of motors, a quicker ignition of the charge and a smaller loss of heat through water jackets. This means more power with less gasoline consumption.

The compactness of the Buick Valve-in-Head motor is apparent in the fact that it forms a unit power plant with the clutch and transmission and is suspended at three points from the main frame. It requires no subframe.

Cooling is effected by means of the water jackets that entirely surround each of the valves and cylinders and circulation is maintained by means of a new design centrifugal pump driven by spiral gears. The water pump packings are exceptionally long and of large diameter. They are backed up by brass glands and because of their unusual size they need attention only at long intervals.

The new design radiator is of the cellular type and has exceptional cooling capacity. In addition to this there is the pressed steel radiator fan, driven by a wide belt from the camshaft. This fan belt is easily adjustable and if necessary it can be removed and replaced without the necessity of taking apart any of the motor mechanism.

For starting, lighting and ignition the Buick Fours are equipped with a Delco single unit system. This is built as an integral part of the motor and is operated by a large storage battery. The ignition is the high tension, jump spark system. There is an automatic spark advance and manual control by a lever on top of the steering wheel. There is a combination switch with ammeter and automatic circuit breaker on the instrument board.

In this connection it is interesting to note the wiring in the Buick Four. All wiring is encased in rubber cables and is carried through heavy rubber grommets. This perfect insulation is one of the reasons why the Buick Four is rated as a Class "A" insurance risk.

The timing gears are another feature that should be inspected in connection with the motor. They are unusually wide and are of the bevel-gear type so that there is a minimum possibility of their getting out of order.

After the sturdy construction of the motor has been noted, the clutch of the Buick Four should be examined.

It will be found that it is the multiple disc, dry plate clutch, and that although only the lightest pedal pressure is required for operation, it engages smoothly and positively. In addition it will be noted that it is easily accessible for adjustment.

The transmission, examined next, will reveal still further the correct mechanical design of the Buick Four. A selective, sliding gear type is used, with three speeds forward and one reverse. The hand control is integral with the gearset and is positive and interlocking. It is specially heat-treated. The transmission is built complete in the Buick shops and it is extremely quiet and efficient.

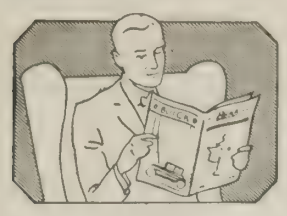
The transmission is connected to the propeller shaft by a single, large, automatically lubricated universal joint. This is enclosed in a large ball joint, which takes both the torque and the drive, and adjusts itself instantly when unevenness of the road surface or other causes make this necessary.

The propeller shaft is fully enclosed and transmits the power from the motor to the rear axle through the spiral gears in the differential.

The rear axle itself is worthy of close examination. All the weight of the car is borne on the axle housing and only driving torque and steadying of the wheels are taken up by the axle shaft. The differential and wheels are mounted on high duty bearings and the pinion shaft is mounted on extra large ball bearings. Left-hand spiral gears in the axles are fully adjustable. The axle housing is kept in perfect alignment with the propeller tube by the torsion rods.

All these details of body construction, power plant, and drive, to say nothing of the sturdy Buick frame constructed of pressed steel channel sections, with exceptionally strong and deep side members and heavy cross members, combine to form a car of unusual merit. But in addition to these there are the Buick four-wheel brakes for good measure.

These brakes are the same that have been used so successfully on Buick rear wheels for years. They are of the external contracting type and work with the same light pressure of the foot pedal as did the former two-wheel brakes. In addition there is [*Continued on page 13*



# KEEPING THE CAR IN TRIM

Suggestions for the Care and Adjustment of Buick Cars

## Operation and Care

LUBRICATION—Change oil in crankcase every 500 miles and maintain level at "Full" mark on measuring stick. Study lubrication chart in instruction book, and follow its recommendations systematically.

Cooling System—In cold weather the cooling system should be drained and filled with a solution that will not freeze when the car is allowed to stand. The best anti-freezing mixtures are composed of denatured alcohol and water as follows:

| Alcohol | Water | Specific Gravity | Freezing Point |
|---|---|---|---|
| 20% | 80% | .9780 | 19° F. above zero |
| 30% | 70% | .9680 | 10° F. above zero |
| 40% | 60% | .9570 | 2° F. below zero |
| 50% | 50% | .9430 | 18° F. below zero |

As the alcohol tends to evaporate more rapidly than the water, thus raising the freezing point of the solution, it is necessary to add alcohol at frequent intervals. With the aid of a hydrometer the specific gravity of the solution can be determined and the corresponding freezing point obtained from the foregoing table. In making specific gravity determination care should be taken to have the temperature of the solution being tested between 55° and 65° F. or serious errors will result.

Solutions containing calcium chloride and similar compounds tend to corrode the metal parts of the cooling system and are not recommended.

Inspect water pump packing nuts frequently and tighten if necessary.

Keep fan belt tightened, particularly in hot weather.

Keep steering mechanism properly adjusted and well lubricated. When lubricating the front wheel steering parts it is a good plan to place a jack under the front axle and to jack up the front end of the car. This makes it easier to get grease in around the tops of the steering arms and bearings. When the car settles down, after the jack is removed, the grease is forced to the bottom of these same bearing surfaces by the weight of the car.

Inspect front wheel alignment frequently and adjust if required.

Clutch—Do not "ride" clutch pedal or slip clutch.

Starting—Release starting pedal immediately the engine begins to fire. Do not keep "choke" button out too long else flooding of cylinders with gasoline will result. Do not continue cranking engine with starter if ignition does not take place promptly.

Fuel—Do not attempt carburetor adjustments without thorough knowledge of method and necessity for adjustment. Push "choke" button in part way the moment the engine starts to fire and all the way in as soon as engine is warm. Put heat control lever as low in slot as driving conditions will permit. Avoid running engine for any length of time in closed garage because of poisonous gases discharged from engine exhaust.

Battery—Keep battery plates covered with distilled water and all connections properly tightened. Register new car battery with Exide authorized service station for systematic inspection.

Transmission—Shift gears on a hard pull and relieve engine of unnecessary strain. Depress clutch pedal fully when shifting gears.

Do not shift into reverse when car is going forward.

Springs—Keep the spring clips tight and the shackle bolts free and well oiled.

Tires—Test tire pressure once each week and on four and four and one-half inch tires maintain at 45 pounds front and 50 pounds rear for normal load conditions.

Care of Paint—Shower new car with slow stream of clear cold water to harden finish. Do not use hot water in washing car.

### What a Buick dealer thinks about the new Buick

"AFTER handling the Buick automobile as a dealer for about eight years the writers are pleased at this time to state that while the line has always appealed to them, there never has been a time when they were so well pleased with it as now," writes The Wood Hurt Motor Company, of Muskogee, Oklahoma.

"All the 1924 models received have been sold. Our customers are perfectly satisfied and all are very enthusiastic in their praise, especially of the body lines, the motor and the four-wheel brakes.

"The writers wish to take advantage of the opportunity at this time to congratulate the entire Buick organization for its wonderful product.

"We look forward with delight to a wonderful business with the new models."

## Christmas Dividends

(*Continued from page 4*)

down Main Street. It was the first time he had been along here for ten years. Some story—don't you think? I could call it 'A Christmas Investment.'"

William Hanlow took the cub's note book. "Yes," he said slowly, looking at the writing there. "Yes, it would make a good story but I have an idea that the little teacher down there might not like the publicity of it. So I'm going to give you the credit for getting the story and then just not publish it. It's Christmas you know, Bart, and I wouldn't like to spoil anyone's happiness now."

The reporter stared. Never before had he known his chief to suppress a story as good as this one promised to be because someone might not desire publicity. He walked out of the room and looked out of the window beside his own typewriter. "Well, I'll be swiggered," he muttered. "But you never can tell what gentle feelings Christmas is going to rouse—even in a newspaper editor's heart."

Inside of the chief's office William Hanlow was also staring out of the window. In the street below there was a myriad of people and from every one of their faces he seemed to see a pair of dusky eyes looking wistfully into his. "And I called her prodigal of her money because she wanted to invest it to get returns of happiness for other people," he told himself relentlessly. "How prodigal she is anyway in giving joy and love and—and—"

With a bang he shut his desk and rushed to his overcoat. Savagely he thrust his arms into its sleeves, fastened the top button into the third buttonhole and pushed his hat tight down upon his head. What if she had been prodigal of her love? Was it too late for him to win it after he had discovered how much he desired it? Ignoring the entire staring office force he hurried through the outer office, down the stairs, and out into the street.

All the way along the two squares that intervened between his office and Miss Janet's boarding house he scattered his two lifelong ambitions—to have the best paper in his state and the biggest bank account in his own community. How absurd such ambitions were anyway. Now there was love—

A tiny newsboy touched his arm. "Merry Christmas, Mister Hanlow," he wished sincerely.

William Hanlow's hand sought his pocket. A minute later the tiny boy's little claw was clutching the dollar that had been given him. And his eyes were shining happily over the way the "big boss" has spoken to him. "He's, well, he's just Merry Christmas hisself," he smiled.

Judge Graves and the two renowned lady boarders were passing into the dining room when William Hanlow opened the outer door. He slipped out of his coat and listened. A scurrying movement from the room above told him that Betty Dawn was late as usual. Thankfully he lingered near the foot of the stairs.

He saw the wistful look in her eyes the minute she made the turn in the stairway—and at the same time she saw him. Her little start of surprise brought him up the steps, two at a time, until he stood beside her. "I didn't startle you?" he asked and then he stammered, "I waited for you because I wanted to make an investment. Yours is paying magnificent dividends of happiness but I want mine to pay dividends of love."

With all of her woman's intuition the little school teacher understood. Straight into his outstretched arms she walked and hid her head against his shoulder. When she lifted it the wistful look in her eyes had changed to one of contented happiness.

Suddenly the choir from the church next door began the practice of the Christmas hymns. Farther down the street the city's great municipal Christmas tree was being put into place. Out in front of Miss Janet's exclusive boarding house a glistening car was silent, but all over the city were hearts changed by the dividends of happiness and love it had paid.

## There is no greater value than the Buick Four

(*Continued from page 12*)

the hand or emergency brake, of the internal expanding type, which operates on the rear wheels only.

There are still many details to be noted about the Buick Four, such as the combination dim and full headlights, with anti-glare lenses, and the parking lights on the cowl, but the full value of these cannot be appreciated until after the car has been driven.

This is the next step after a thorough examination of the Buick Four. Get into the driver's seat, put the car in motion and notice the ease with which the controls can be handled; the light pressure that is required for the clutch pedal; the quick response of the motor. Try out the Buick four-wheel brakes, as thousands of owners have already done, and let the performance of the car be the final argument as to its value.

Undoubtedly the Buick Four will convince you that regardless of the car you buy or the price you pay there is no greater value than the Buick Four.

# New building of Buick branch affords typical

*Left—Part of the showroom in the new building of the Buick Pittsburgh branch is shown in this picture. The six thousand square feet of floor space available here makes it possible to display Buicks to the best advantage and gives the motorist an opportunity to examine the Buick in every detail before buying*

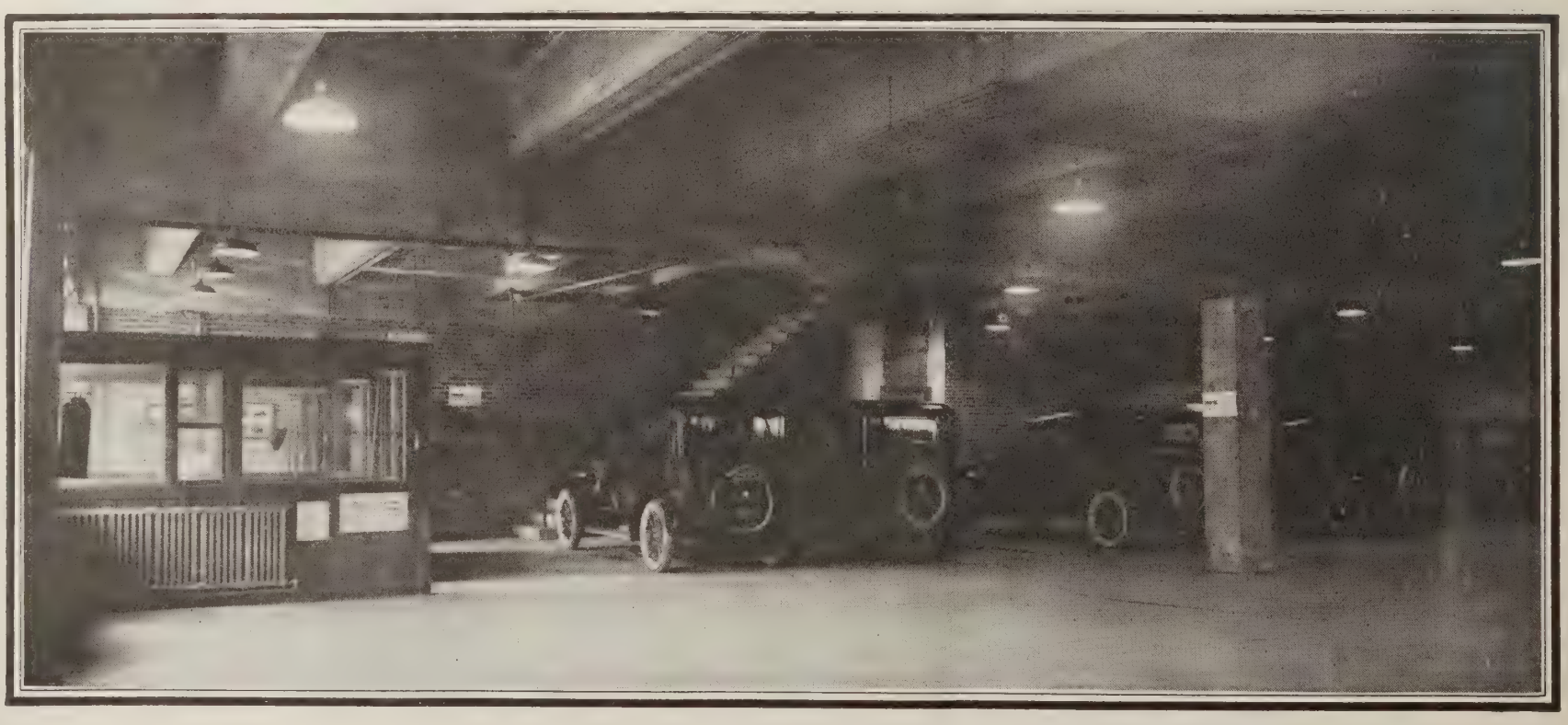
*Below—With its complete equipment of time-saving tools this repair shop in the Buick Pittsburgh branch is typical of Buick Authorized Service Stations in every part of the country. Windows on all sides and skylights assure an abundance of light and fresh air. Shower baths are provided for the workmen*

THE new sales and service building recently opened by the Buick branch in Pittsburgh typifies the strength and solidity of the great organization that stands behind the Buick car. Buick Authorized Service is one more factor in making the Buick Four an unequaled value in the motor car field.

Stretching from coast to coast, in every town and hamlet, Buick Authorized Service assures the owner of a Buick the uninterrupted use of his car and the fullest returns from his investment in personal transportation.

The new building of the Buick Pittsburgh branch is equipped in every detail for prompt service to Buick owners in Pittsburgh and to Buick tourists who may be passing through that city. The three-story fireproof building, in addition to the showroom, includes a garage with eleven thousand feet of floor space, an up-to-date repair shop equipped with time and labor-saving tools, and a complete stock room where genuine Buick parts are immediately available to Buick owners or dealers in that territory.

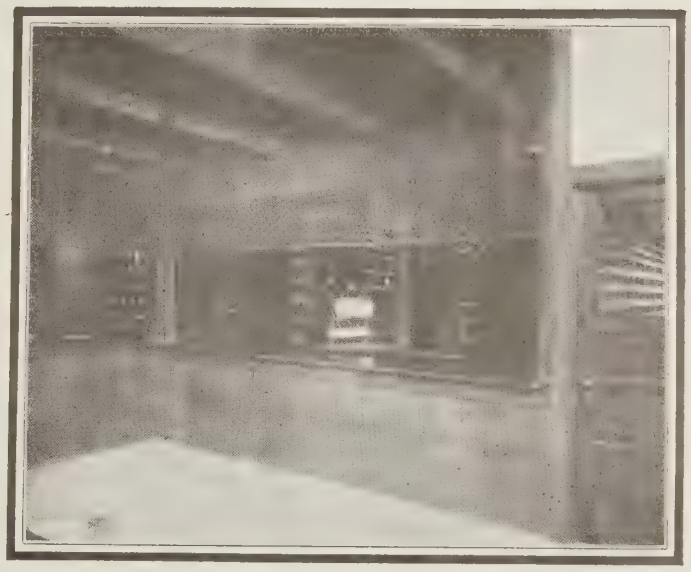
*Below—There are eleven thousand square feet of floor space in this garage, which is part of the new sales and service building opened by the Buick Pittsburgh branch. Everything is arranged to give the quickest possible service to the Buick owner*



# Authorized Service for motorists in Pittsburgh

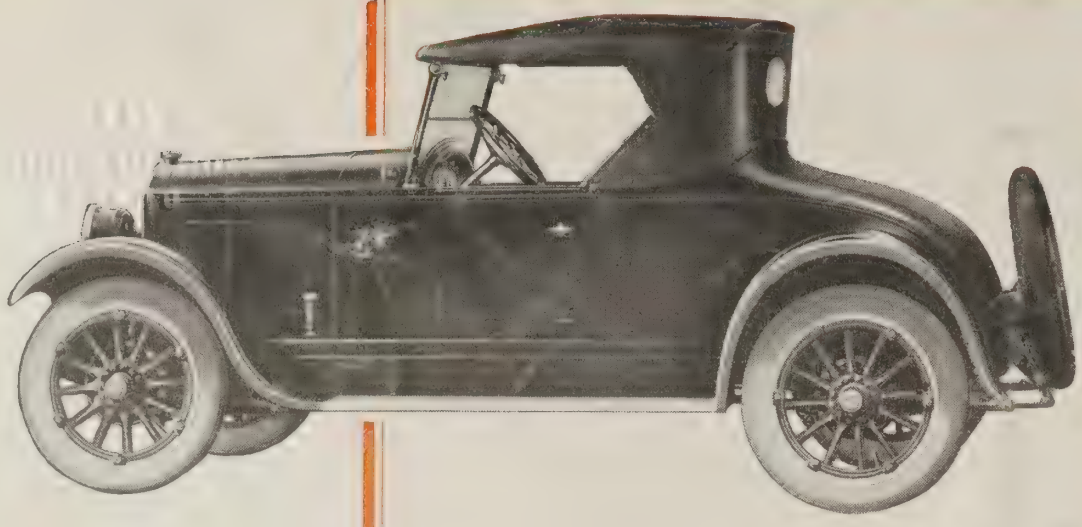
*Right—The new sales and service building of the Buick Pittsburgh branch is shown in this picture. The three-story building is of fireproof construction and has a frontage of one hundred and fifty feet on Baum Boulevard. The showroom extends across the entire front. The sales department and accounting offices are on the second floor*

*Below—This picture shows the parts department receiving room in the new building of the Buick Pittsburgh branch. All bins, racks and tables are steel construction. Shipments from the factory are received here and unpacked for shipment to dealers and owners in that territory*



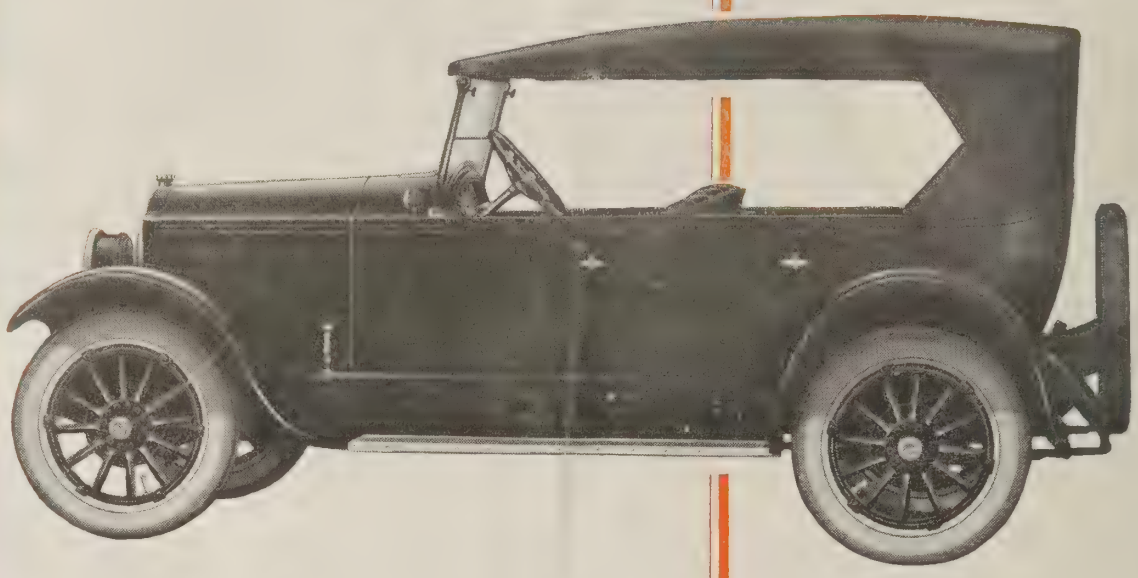
*Right—This picture shows the parts department where parts are delivered to Buick owners who call for them. Quick service is the motto at this counter*

*This picture shows a section of the garage on the first floor of the new service and sales building recently opened by the Buick Pittsburgh branch. The service office is located at the bottom of the stairway that leads to the parts department*



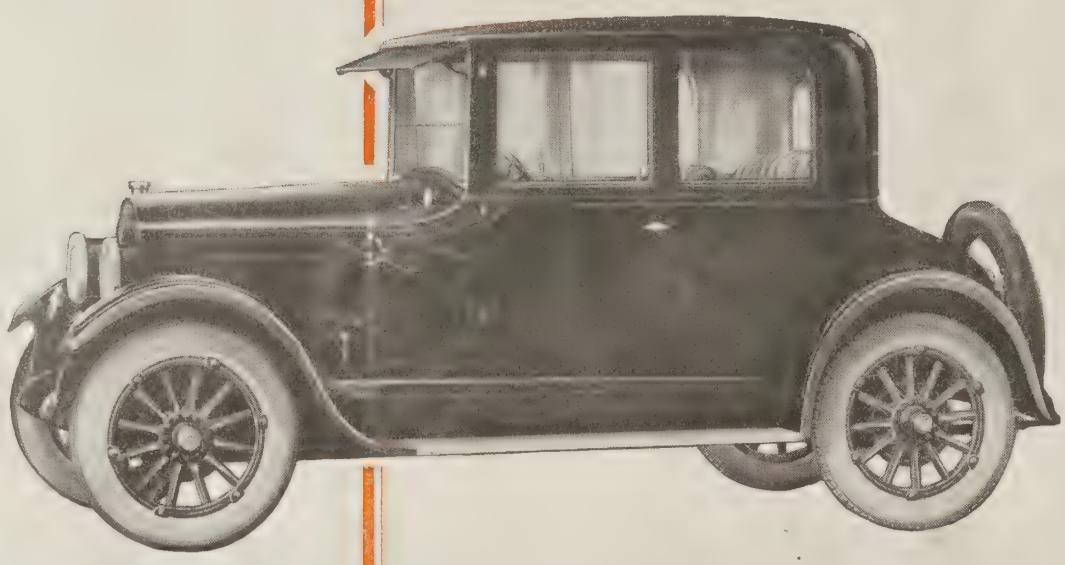
Beauty, speed, comfort and dependability are combined in this Buick four-cylinder model —the Two-Passenger Roadster. Price at the Buick factories is

$935



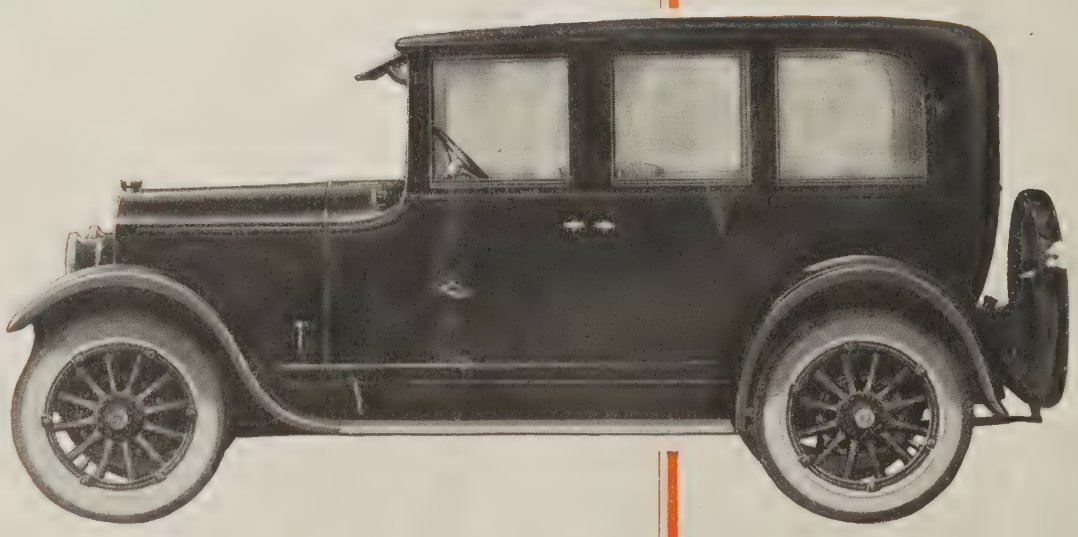
Snug-fitting side curtains make this roomy Buick four-cylinder model—the Five-Passenger Touring—a serviceable car in all weather. Its price at the Buick factories is

$965



This Buick four-cylinder Coupe has ample room for four passengers. Its wide, deep seats assure unusual comfort. The price at the Buick factories is

$1395



There is comfort and convenience, as well as power and dependability, in this Buick four-cylinder model—the Five-Passenger Sedan. Price at Buick factories is

$1495

When Better Automobiles Are Built, Buick Will Build Them

# A Complete Line of New Cars

BUICK builds a complete line of quality motor cars. There are fourteen entirely new and distinctive models for 1924. Each of them is built on the same basic principles that have been tested and proved sound by years of actual service. Each one possesses qualities that make it particularly suitable for certain uses. Therefore the motorist of every class will find in the Buick line for 1924, an automobile that is especially adaptable to his needs.

## *Buick Four-Cylinder Motor Cars*

### The Four-Passenger Coupe

FOUR persons can travel with complete comfort in the roomy Buick Four-Passenger Coupe. Its Fisher-built body is distinctive in line and finish and there are many factors that contribute to motoring satisfaction such as adjustable windows and a weather-tight windshield.

### The Five-Passenger Sedan

NARROW windshield posts in the Fisher-built body of the Buick Five-Passenger Sedan permit a wide range of vision to the driver. Instruments grouped in a newly designed panel and conveniently arranged controls also increase the ease of driving this Buick.

### The Two-Passenger Roadster

FLEETNESS and comfort are combined in the Buick Two-Passenger Roadster. The newly designed high radiator efficiently cools the Buick Valve-in-Head motor. Buick four-wheel brakes assure safety and ease in driving by giving complete control of the car at all times.

### The Five-Passenger Touring

SNUG-FITTING side curtains, held by fasteners that are flush with the body, make the Buick Five-Passenger Touring a car that is ready for service in all seasons. A ventilator, controlled by a simple push lever, also contributes to motoring comfort in this model.

## *Buick Six-Cylinder Motor Cars*

### The Five-Passenger Double-Service Sedan

SPECIAL upholstery in this Buick six-cylinder model makes the car of double service to the owner. Articles can be carried in the tonneau without injuring the car, making it particularly useful to the salesman and business man. In addition it is always ready for use as a family car.

### The Two-Passenger Roadster

COMPLETE automatic lubrication of the motor in this and other Buick six-cylinder models, contributes to motoring satisfaction and dependable service. The body is roomy and there is ample storage space. Like all the new Buicks it is equipped with four-wheel brakes.

### The Five-Passenger Touring

POWER to drive at sixty to seventy miles an hour lies in the Valve-in-Head motor of this Buick. A new water pump with packings of unusual size, combines with the newly designed high radiator to cool the motor effectively under the most extreme conditions.

### The Five-Passenger Sedan

THE side windows, as well as those in the doors, are adjustable in this Buick model with its Fisher-built body. Seats tilted at a comfortable angle and covered with deep upholstery, over specially built springs, assure complete motoring comfort.

### The Four-Passenger Coupe

ROOMINESS, not usually associated with Coupes, is found in this Buick model. Its mechanical construction is as fine as its Fisher-built body. The head of the motor and the motor arms are detachable, increasing the ease with which any necessary maintenance work may be done.

### The Big Seven-Passenger Touring

BUILT on a 128-inch wheelbase, this Buick model has ample room for seven passengers. The extra seats are wide and will accommodate three persons if necessary. The upholstery is deep and carefully finished so that there is complete comfort for every occupant of the car.

### The Big Seven-Passenger Sedan

A SUNSHADE, a new instrument panel, nickeled radiator shell and aluminum trimmings on the running boards, are some of the details that heighten the value of this roomy Buick model. Open car freedom is afforded by the adjustable windows in both doors and sides.

### The Brougham Sedan

A NEW achievement in body design was reached in the Buick Brougham Sedan. The appearance of length, desirable in this type of car, is increased by the trunk rack with its new protecting bars and buttons. It will accommodate a full-sized steamer trunk.

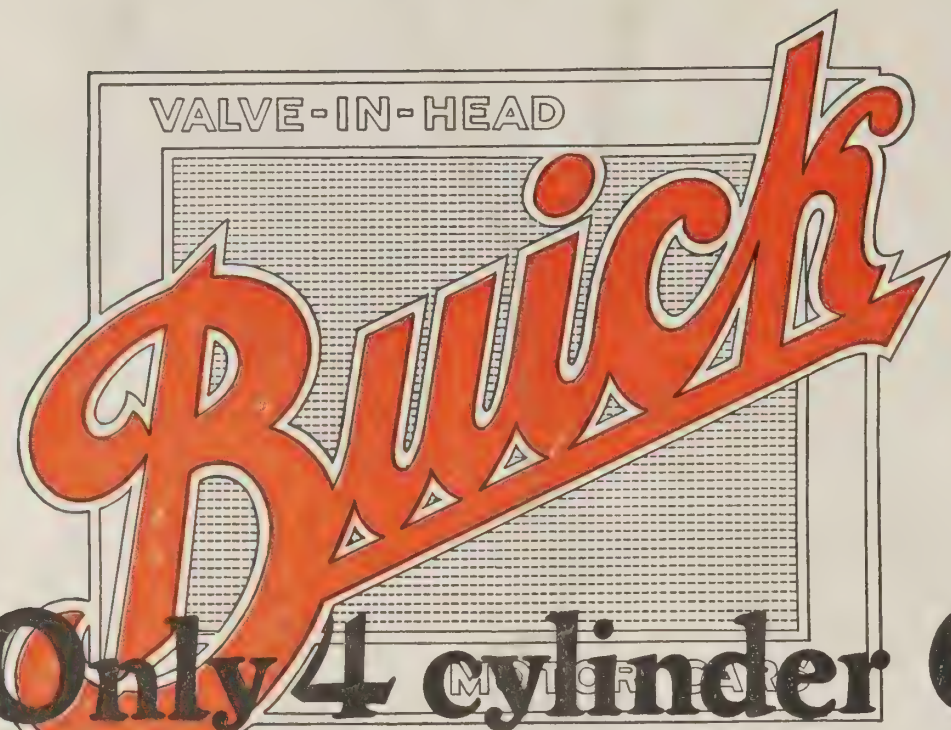
### The Three-Passenger Sport Roadster

LONG, low lines and beautiful color, enhanced by the sparkle of a wealth of nickel trimmings, mark the Sport Touring, which is distinctly Buick. There is speed of sixty to seventy miles an hour in its Buick Valve-in-Head motor and there is safety in its Buick four-wheel brakes.

### The Four-Passenger Sport Touring

NEW style windshield wings; nickeled radiator shell with new dumb-bell cap, and aluminum binding on the running boards add sparkle and luster to the Buick Sport Touring. The tilted low seats and new spark and gas control without sector, add to motoring comfort.

*Buick builds the only four-cylinder car in America with four-wheel brakes as part of standard equipment*




# The Only 4 cylinder Car in America with *Four Wheel Brakes!*

In designing four-wheel brakes upon its wonderful new four-cylinder models, Buick provides a four-cylinder motor car unequalled for sturdiness, power, beauty, comfort and safety. The widespread demand that met their introduction evidences how fully these models answer the need for a small car of proved dependability and performance.

All Buick 1924 six-cylinder cars likewise have four-wheel brakes.

*Fours*

| | |
|---|---|
| Five-Passenger Touring | $ 965 |
| Two-Passenger Roadster | 935 |
| Five-Passenger Sedan | 1495 |
| Four-Passenger Coupe | 1395 |

*Sixes*

| | |
|---|---|
| Five-Passenger Touring | $1295 |
| Two-Passenger Roadster | 1275 |
| Five-Passenger Sedan | 2095 |
| Five-Pass. Double Service Sedan | 1695 |
| Seven-Passenger Touring | 1565 |
| Seven-Passenger Sedan | 2285 |
| Three-Passenger Sport Roadster | 1675 |
| Four-Passenger Sport Touring | 1725 |
| Brougham Sedan | 2235 |
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